

Vol. 61
No. 4

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HERE'S EXTRA VALUE YOU CAN ACTUALLY SEE AND MEASURE

Greater Traction Bar Length
Means Greater Traction.
And Firestone Ground Grip
Tires give you up to 89
more inches of traction bar
length than any other
tractor tire made.



DOWN TO EARTH FACTS ABOUT TRACTION

LOOK at the picture above. That bar of rubber is 89 inches long. It shows you how much extra traction bar length you can get in Firestone Ground Grip Tires. That's one important reason why Firestone Ground Grip Tires are FIRST in traction.

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Furthermore, there are no "traction leaks" in Firestone Ground Grip Tires. The tread bites steadily and evenly into the ground because the traction bars are continuous and unbroken.

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Whether you are changing over your present steel-wheel tractor or ordering a new one, insist on the tire that has no "traction leaks", no slippage, no clogging, no mud traps — the Firestone Ground Grip. Your nearby Firestone dealer or store will gladly give you complete information without obligation.

**MR. EXTRA
TRACTION**
Says
"There are
no traction
leaks in the
FIRESTONE
Ground Grip
tread... only
continuous
triple-braced
traction bars
can give
continuous
traction"



Copy, 1941. The F. T. & R. Co.

Firestone

GROUND GRIP TIRES

**MORE FARM TRACTORS ARE EQUIPPED
WITH FIRESTONE GROUND GRIP TIRES
THAN WITH ANY OTHER MAKE .**

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the asking at your Firestone dealer or store.*

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☐ Information about the Firestone Farm Tire Payment Plan.
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Make and model of tractor.....
Please demonstrate on..... (date)
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County..... State..... C-1

Listen to the Voice of Firestone with Richard Crooks, Margaret Speaks and Alfred Wallenstein, Monday evenings, N. B. C. Red Network

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FOR PEACHES!**

DRITOMIC* SULFUR

Among the earliest of wettable sulfurs. High in pure elemental sulfur content, and of fine particle size. An established leader for control of peach brown rot. Also effective for apple scab.



*Reg. U. S. Pat. Off.

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What should you look for

...when you choose the
tires for your tractor?

THE first thing to look at is the tread—since the tread design has a lot to do with how your tractor will pull. You want a tread that has no corners or pockets to fill up with mud because, as you know, that's what makes a tire slip—which wastes time and fuel.

You also want to be sure you get a tread that can take a good "bite" in any kind of soil—even on wet sod—and pull ahead. Otherwise you won't be able to use your trac-

tor whenever and wherever you need it.

In other words, you want a tire whose tread is *self-cleaning*—a tire that's always ready to dig in and go to work.

Look at the Goodyear tire pictured here—and you'll see just what we mean.

See that *open-center* tread? No pockets, cross-bars, corners or

mud traps. *This tire cleans itself as it works.*

Notice, too, how high and sharp those lug bars are. That means better "bite" to pull ahead in all kinds of soil. Another thing—because those bars are *wider* at the base than at the top, they're strong enough to stand alone without tearing loose. And, because the bars are even-spaced, they roll *smoother*.

Finally—and fully as important as all these things—is the *name* you see on that tire. It's **GOOD-YEAR**—the greatest name in rubber—the name that guarantees you the world's greatest experience in building tires for every type of service:

When you buy a new or used tractor be sure it's equipped with Goodyear Sure-Grips—if you want to get all the time- and fuel-savings that the hardest-working tires can bring you.

P.S. For your car or truck there is a complete range of Goodyear tires and they cost far less than you imagine.



Oscar, the scarecrow, says, "You can't beat a self-cleaning tractor tire for grip and pull."



THE SELF-CLEANING TRACTOR TIRE



Open center—no mud traps. Look at the lugs on that tire. Each one is separate. No pockets where earth can pack.

Even spacing—no jerks. See how those lugs are placed—with plenty of space between them—and all spaced the same. That means an even pull—no jerks to start slipping.

Buttressed base—no lug tear. Those lugs are broader at the bottom than at the top—each one is self-reinforced. No need to join them together to hold them on. They're strong enough to stand alone.

THE GREATEST NAME **GOOD-YEAR** IN RUBBER

SURE-GRIP—the Self-Cleaning Tractor Tire

APRIL

1941

No. 4

AMERICAN FRUIT GROWER

The
NATIONAL FRUIT MAGAZINE

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CONTOUR PLANTING FOR ORCHARDS . . .

AS ONE travels through the fruit sections of the eastern United States he is impressed with a new style of planting trees, a departure from the age long plan of square or triangular systems. That contour planting of orchards is more than a fad is attested by the experienced men who are using it. It is estimated that there are over 65,000 acres of orchard in this system at present, but the area is being rapidly expanded.

The advantages on rolling or hilly land are that it saves moisture, soil, and work. It saves moisture by reducing the runoff and holding rainfall on benches or terraces. This is of vital importance in some sections. It reduces or stops soil erosion by avoiding the necessity of planting up and down the hill in order to maintain straight rows. Because of the level or nearly level terraces which curve around the hills, it makes nearly all orchard operations easier and hence requires less labor. Diversion channels can be built and sodded which takes care of the surplus water.

It is not necessary to use this system on every little slope as some enthusiasts seem to think, but it does find a valuable place on steep rolling land.

"WE'VE ALL GOT TO DO SOMETHING MORE THAN JUST EXIST . . ."

THESE PORTENTOUS words were spoken by Cherry Grower Dave Murray at the spring meeting of the Michigan State Horticultural Society held at Traverse City.

"Several years ago we thought advertising was the answer," he said, "but it fell by the wayside because some growers wouldn't support it. Many growers formerly opposed to cherry advertising now back it," he continued. He ended with the stirring plea, "Whose business is this but yours and mine. Let's get behind some program to save our industry!"

No sounder advice could have been given to growers all over the nation. In these times united effort and concerted action are necessary for the welfare of the fruit industry.

A TRUE PIONEER . . .

A FRUIT GROWING pioneer in the full sense of the word passed away when Willis T. Mann, 84, died at his 410 acre Grand River Orchard in Geneva, Ohio, March 23. As a young orchardist, Mr. Mann was one of the first to use sprays to protect his trees. He remained a pioneer to the end for during the last several years he encouraged the practice and study of the new four leaf clover system of pruning at his orchard. The fruit growing industry has lost a real leader.



When Spring sets the scene for action and the weather says, "Full Speed Ahead"—will your tractor play its part in this opening performance, giving you *efficiency* and *economy* then—and *all through the year*? Successful fruit growers know it pays to be sure! That's why thousands all over the country rely on International Diesel TracTractors for outstanding work on many orchard jobs, from tillage time to harvest.

There are four Diesel TracTractors in the In-

ternational crawler line, ranging in size from the compact TD-6 (shown above), through middle-sized TD-9 and TD-14, up to the big TD-18. There are two streamlined wheel-type orchard and grove tractors, the large O-6 and the husky little O-4. McCormick-Deering equipment includes a wide variety of plows and tillage tools ideally suited for orchard maintenance work. See the nearby International Harvester dealer for complete information on a tractor and implement team to meet your requirements.

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue, Chicago, Illinois

INTERNATIONAL HARVESTER

FINGER PRINTING PEACH TREES

DEVELOPMENT OF EARLY BEARING
PEACH TREE



A peach leaf on the foliometric gauge used by WPA workers at New Jersey Experiment Station in a research project designed to perfect methods for identifying peach varieties from leaf measurements and other characteristics. This scale measures the curve of the leaf.

DEVELOPMENT of an early bearing peach tree and an accurate system of identifying the numerous varieties of peach trees are the aims of two research projects in progress at Rutgers University at New Brunswick, N.J. The studies are being directed by Prof. Maurice A. Blake and assistance in the work is being provided by the Work Projects Administration.

The development of an early bearing peach tree would have immense value to fruit growers, marketers, and the consuming public, and would be helpful in extending the season of this fruit and steadying the market. For this reason considerable attention is being focused upon this phase of the project.

Considered equally important, particularly for fruit growers, is the development of a foolproof gauge for
(Continued on page 20)

Above, right—Measuring a peach pit, another method being used in perfecting a system of peach-tree identification. In setting up standards thousands of pits of every variety are measured.

Right—WPA workers pruning peach trees in the station orchards. Many of these trees are hybrid seedlings, one of which is expected to give New Jersey a sizable early peach crop in the future.



MICHIGAN ACA THE BANNER



C. C. TAYLOR
"Full speed ahead . . ."



GOVERNOR VAN WAGONER
"Hearty congratulations . . ."



J. J. HILL and A. L. DARBEE
"We've got to bed and board with it."

**GIVEN NEW LIFE BY SUPREME COURT VERDICT,
BACKERS OF BALDWIN APPLE LAW BUSILY PRE-
PARE NEW PROMOTION CAMPAIGN EVEN AS
OPPOSING PROTECTIVE LEAGUE NOW SEEKS RE-
PEAL OF BILL BY STATE LEGISLATURE.**

By RICHARD T. MEISTER

WITH the Supreme Court declaration, "constitutional on all counts," still ringing in their ears, members of the Michigan State Apple Commission are putting in working order once again the Baldwin Apple Law which provides for advertising and promotion of Michigan apples. If the commission can help it, no Michigan apple will go to market unheralded this year. Radio, newspaper, and poster advertising will clear the way by giving a long-needed education to the consumer in the use of apples and their health value.

Given new life by the Supreme Court decision, the commission immediately went into action. "Full speed ahead!" ordered C. C. Taylor, chairman. "We intend to do a real job promoting Michigan apples."

Backing up Taylor is Michigan's Governor, Murray D. VanWagoner, who looks with pride upon his State's fruit industry. "I want to extend my hearty congratulations to Michigan growers," said he, "for their initiative

and enterprise in bringing to the attention of consumers the fine quality of Michigan apples."

Adding further unanimity of opinion is the statement of J. J. Hill, president of the Michigan State Horticultural Society, which is an accurate sounding board for the views of the State's growers. He warned, "All commercial growers should wholeheartedly back the advertising law. It in itself is not perfect, but is our best source from which to work."

That the opposition, which threw the law into two Michigan circuit courts, was not completely silenced by the Supreme Court decision is reflected in the remarks of George Hess, president of the Farmer's Protective League, which is backing a bill in Legislature asking for outright repeal of the law. "We stand for no compromise to the Apple Commission," he said. "Enforcement of the advertising bill will infringe on the individual liberties of the farmer."

Seeds for the apple advertising law

were sown by the Michigan Apple Institute in 1937. The institute went to the Legislature that year and obtained an appropriation of \$5000 per year for two years on a match dollar basis to promote the sale of Michigan apples. But it proved so difficult to obtain voluntary contributions from growers that the directors of the apple institute in desperation turned to the compulsory advertising fee as the only way of raising sufficient funds.

They introduced the Baldwin apple advertising bill to the 1939 session of the Legislature with the endorsement of the State Horticultural Society and many growers. The bill, which provides for a penny fee on every bushel of apples over 300 grown in Michigan but does not include apples sold for cider or vinegar, passed practically unanimously. The apple commission was established to handle collections and carry out advertising and promotion. Selected to serve on the commission were C. C. Taylor, chairman, W. J. Mawby, Wallace Van Cleave, Ed Lyman, and W. K. Bristol. Late in June offices were established at Bangor, Mich., and R. J. Martin hired as manager. Summer apples, which would go to market only a short two weeks away, were the first apples to which the new law would apply.

In those hurried two weeks, a nationally known advertising agency was employed and a campaign mapped out. Tax stamps were printed; methods of distribution and collection arranged. With the harvest of summer apples at hand, the yet untried plan of stamping each bushel was as ready as two frantic weeks of work would permit.

AGAIN RAISES ALOFT BANNER OF ADVERTISING



COMMISSIONER E. A. BEAMER
"Michigan growers are in dire need . . ."



GEORGE HESS
"No compromise . . ."

It was destined to immediate failure. Growers who heretofore had taken their apples to market with no restrictions were suddenly forced to stamp, date, and cancel each bushel. This they did, grumbling. But when the stamps began to fall off the containers simply because the glue would not stick, the grumbles grew into a rumble of discontent. And when prices on summer apples fell so that a fee of a penny a bushel seemed a large expense, the rumble of discontent exploded into vindictive action. Both in Oakland County and in Berrien County the law was thrown into courts. Growers who had contributed money to the Michigan Apple Institute for advertising about-faced and contributed equal amounts to funds to fight the advertising law. "Taxation without representation," and "regimentation" were bywords of the opposition.

Some didn't realize fully how the law operated. One grower, thinking that the stamp itself was the advertisement, remarked, "How is a little stamp like that going to do any advertising."

Because Charles Broderick, large apple grower in Berrien County, refused to stamp his apples, authorities took steps to punish him and he was brought to public trial. Crowds of bitter, inflamed growers collected. The case was thrown into circuit court and the court held that the title of the act was broader than the body and ruled it invalid because of a technicality.

In the meantime, in Oakland County, on the opposite side of the State, another group of resentful growers



ROBERT WENZDEL
"An injustice . . ."



GEORGE SIMMONS
"Our only salvation . . ."

AMERICAN FRUIT GROWER PHOTOGRAPHS

sprang into action. Led by one grower, who defiantly went to jail so the case would be forced into court, this group gained a decision of unconstitutionality.

Dismayed by this apparent reversal of opinion among growers, the apple commission stopped collection of fees and ceased advertising in December. It was with heavy heart that they closed their office in Bangor because they felt they had done only half a job of advertising and had been given no chance to make up for unavoidable mistakes.

The following spring, the commission carried the fight to the highest court in Michigan. For over a year the law languished in the custody of the Supreme Court. Finally a decision was handed down in February,

1941, clearing the law of any taint of unconstitutionality. Feeling that the battle was won and victory theirs, the commission started making plans for advertising the 1941 crop and immediately planned a series of meetings with growers in order to discuss with them problems of administration and ways of overcoming these difficulties.

But their joy of victory has been tempered. The group of growers in Berrien County, now organized as the Farmer's Protective League, has introduced a repeal bill into the Legislature through the representative from their district, Gail Handy. It has been pigeon-holed by the agricultural committee, but nevertheless is a continual threat to the life of the advertising law.

As shown by petitions and resolutions, members of the Protective League stand for "outright repeal and no compromise to the commission." Paradoxically, the league states, "We are not opposed to advertising," to which the commission replies, "Why oppose the advertising law which provides the only effective means of raising money for advertising?"

When the commission hears a man like Robert Wendzel, treasurer of the league, declare, "The apple advertising law is an injustice to growers and I'll fight it to the bitter end," it begins to realize the truth of the words of the wise old State Department of Agriculture official who said it is a hard job to get growers to accept any law even if it is for their benefit.

(Continued on page 21)



A young prune orchard at blossoming time in the Santa Clara Valley of California is shown in the photograph on the left. Approximately 60,000 acres of prunes are located in this valley.

A large sundrying yard is shown in lower illustration. The dried prunes will weigh a little less than one-half as much as they did in the fresh state.

GROWING AND DRYING PRUNES

By CARL J. HANSEN

University of California

LET me start by clearing up any confusion that may exist regarding the relationship between prunes and plums. Perhaps the following commonly given definition of a prune will help: "A prune is a plum that has the property of drying and curing without the pit being removed." From this definition it can easily be seen why instructors in horticulture will often make the statement to their students that, "All prunes are plums but not all plums are prunes." Of the numerous species of plums grown in the United States only one, the European plum (*Prunus domestica*), contains varieties which meet the requirements of our definition of a prune, and even in this species many varieties will not dry properly and so may only be eaten

fresh or in a few cases canned. Since a high sugar content is one of the factors necessary for proper drying, most prunes are very sweet to the taste.

Approximately 90 per cent of the prune crop reaches the consumer in the familiar dried form with its many wrinkles, while the rest is sold fresh or canned. Most of the prunes sold in the fresh condition are grown in Idaho, eastern Oregon and eastern Washington. The varieties shipped are principally the Italian prune and the Sugar prune. In California, Sugar prunes make up the bulk of the fresh prune shipments. It should be kept in mind, however, that the production of plums other than prunes is a very large industry itself but this article will be confined to prunes. The can-

ning of prunes, especially of the Italian variety grown in Washington and Oregon, has become increasingly important in recent years, although more fruit is still sold fresh than is canned. Approximately 200,000 tons of dried prunes are produced annually in California and in the neighborhood of 30,000 tons in the Pacific Northwest, particularly in western Oregon and western Washington.

The French prune, as it is called on the Pacific Coast, accounts for approximately 85 per cent of the prune acreage in California. This variety is the same as that described elsewhere under the name of Agen, Prune d'Agen or Petite Prune d'Agen. The remaining 15 per cent of the acreage is planted to the following varieties: Imperial, Sugar, Robe de Sergeant and Burton. The Imperial and, to a lesser extent, the Sugar and Burton are larger than the French and so take care of a special trade which requires a large prune. The Italian variety, which is not grown in California, is the most important one in Oregon and Washington.

The prune growing areas of Cali-
(Continued on page 16)



Concentrated

BLACK LEAF 155 ^(NOW) (14%)

Concentrated Black Leaf 155 (14% instead of 5%) is now available to the fruit industry, developed by research to meet most exacting requirements of fruit growing. The 14% of nicotine is a real improvement, for you can now obtain effective non-caustic protection without a heavy spray film—with increased color and finish, and without cleaning at harvest. Use it with sulphur, or with summer oil. *A further fact:* You should compare the cost with the many advantages—for Black Leaf 155 14% is protection plus economy.

TOBACCO BY-PRODUCTS & CHEMICAL CORP.

INCORPORATED

LOUISVILLE, KENTUCKY

445

**Black
Leaf**



APS

A PAGE CONDUCTED IN THE
INTERESTS OF THE AMERICAN
POMOLOGICAL SOCIETY

JOIN UP! ALL FOR ONE, ONE FOR ALL

NOW is a good time to remit for membership dues in the American Pomological Society for the current year. The annual APS report is in the hands of the printer, and we feel that it is of such good character that fruit growers will want to add it to their library. A considerable number of memberships have come in, but we should have a much larger membership. If you read Dr. W. A. Ruth's Spray Residue Report in the February issue of *AMERICAN FRUIT GROWER*, you will see one of the reasons why we feel that the APS is worthy of the support of fruit growers. The residue problem was a "tough nut to crack" but it got cracked when the right approach was made to ascertain the facts. APS officers are proud of the part they played in causing the U. S. Public Health Service to conduct an extensive research project to gain exact information on the residue situation as it relates to public health. The findings of this research were responsible for raising the lead and arsenic tolerances to their present levels.

Last year we reported that it was our observation that the bushel basket was a poor container for apples. We wish to amend that statement after this year's observations in grocery stores; the bushel basket is a *very* poor container for apples. The apple, if it is to compete favorably or even survive competition with other fruits, should be presented to the consumer in "orchard fresh" condition, or as near that condition as is possible. Basket apples are notoriously bruised when they reach the grocer's display counter. The loss of consumer respect for the King of Fruits has been an inevitable result. A better package must be devised, and apple growers should be deeply concerned to see that such a package is designed at the earliest possible

time. The western box does pretty well, but even here, too much bruising occurs, perhaps because the bulge may be too great.

New Varieties

At the Hamilton convention, an exhibit of new varieties was shown by the Central Experimental Farms, at Ottawa, the Vineland station at Vineland, and the Iowa Agricultural Experiment Station. A symposium discussion program brought out some interesting facts relative to new variety behavior. Dr. M. B. Davis, Dominion horticulturist, Ottawa, showed and discussed a number of Canadian introductions. He described Linda as the outstanding Ottawa introduction. "The fruits," said Dr. Davis, "are very highly colored, with plenty of aroma and character, accompanied by a firm, crisp flesh. The tree is a vigorous grower, light feeder, annual bearer, and comes into fruiting at an early age; an ideal grower's tree. If fully hardy it will fill the need for a winter apple to meet market requirements for mid-January to April 1. Linda should not be eaten until about January 1, out of 32 degrees F. storage. It stores well under 32 degrees F. and because of excellent keeping properties is a most promising winter apple for eastern Ontario and Quebec orchards, where double-working is recommended."

Other outstanding new apples shown and discussed were seedlings of Northern Spy which have been introduced under the names of Bingo, Donald, Elmer, Niobe, and Sandow. Two particularly impressive new varieties were originated at Summerland, B. C., by the Dominion Experimental Farms located there. Jubilee, from a cross of McIntosh x Grimes Golden, is an attractive light red apple, of good quality,

which keeps as late as Winesap. Spartan, from a cross of McIntosh x Yellow Newtown, is an attractive medium to dark red apple with crisp, juicy flesh of good quality. It keeps a little later than McIntosh.

At the tasting clinic which followed the discussions, Linda proved popular, as did also Secor and Edgewood from the Iowa station. The latter two varieties are seedlings of the cross Salome x Jonathan. Trees of both came through the November freeze in Iowa in much better condition than Jonathan.

New peach varieties were discussed at length during the symposium. Mr. Van Haarlem stated that during the past 15 years the peach industry in Ontario had undergone some extensive changes through the introduction of new and earlier varieties. Listed in order of maturity, the varieties now being planted in Ontario, some for trial only, are June Elberta, Marigold, Red Haven, Oriole, Golden Jubilee, Early Halehaven, Vedette, Valiant, McGuigan, Veteran, Stark's Early Elberta, J. H. Hale, and Elberta.

At the conclusion of the discussions, Paul Fisher, a prominent grower in Ontario, stated that the grower may become confused with the introduction of so many new varieties, and that there is danger in the number of varieties again becoming too large. The present trend has been toward fewer standard commercial varieties. He felt that a committee should be named to carefully consider the question, for the purpose of eliminating as quickly as possible all but the most meritorious new varieties. He offered a resolution in support of this proposal, which was formally adopted at the general meeting on January 16.

Similar committees in the various fruit growing regions of the United States might be of considerable assistance in sifting out the best of the new varieties which appear to be worthy of commercial tests.

N. L. Lundy
SECRETARY

Out-Powers... Out-Accelerates... Out-Values All Other Biggest-Selling Low-Priced Cars!



You want the best car value on the market today if you can get it at low cost . . . and Chevrolet for '41 strikes out that "if" to bring you the most value at low cost!

Here, selling in the lowest-price field and operating with a minimum of gas, oil and upkeep, is America's most popular car, with qualities so outstanding that you'll say it's "First because It's Finest!"

Chevrolet for '41 is the "Style Car of the United States," with a Body by Fisher of the same type and size featured on higher-priced cars! . . . Chevrolet for '41 out-accelerates, out-climbs and out-rides all other cars in the biggest-selling low-price group! . . . And Chevrolet for '41 is the only low-priced car with all the fine-car features listed here in Chevrolet's famous "Quality Quiz"!

Visit your nearest Chevrolet dealer today and confirm these facts about Chevrolet for '41. Eye it . . . try it . . . buy it! You'll find it's "tops" in value, so "Why pay more—Why accept less?"

CHEVROLET MOTOR DIVISION
General Motors Sales Corporation, DETROIT, MICHIGAN

GIVE LOW-PRICED CARS THIS "QUALITY QUIZ" AND YOU'LL CHOOSE CHEVROLET!

	CHEVROLET	NO. 2 CAR	NO. 3 CAR
90-H.P. ENGINE	YES	NO	NO
CONCEALED SAFETY-STEPS	YES	NO	NO
VACUUM-POWER SHIFT AT NO EXTRA COST	YES	NO	NO
BODY BY FISHER WITH UNISTEEL TURRET TOP	YES	NO	NO
UNITIZED KNEE-ACTION	YES	NO	NO
BOX-GIRDER FRAME	YES	NO	NO
ORIGINAL FISHER NO DRAFT VENTILATION	YES	NO	NO
TIPTOE-MATIC CLUTCH	YES	NO	NO

You'll say
"FIRST BECAUSE IT'S FINEST"
EYE IT . . . TRY IT . . . BUY IT!

Again **CHEVROLET'S** THE LEADER

STATE NEWS



Atmosphere Storage for McIntosh Apples
Department of Pomology—Cornell University



TENNESSEE—Eight grower meetings were held in Tennessee orchards recently to demonstrate the use of the new U.S.D.A. rodenticide—zinc phosphide—in controlling pine mice. Survey work done by H. J. Spencer last fall showed that there was little mouse activity here before December. During December, however, better than 95 per cent of the females trapped either carried or had just borne young. It was determined that fresh carrots were the best bait material here, being accepted 30 per cent better than sweet potatoes or apples. In an orchard where an average of 35 mice were trapped per acre, thorough baiting resulted in reducing the population by 65 to 70 per cent.

The U.S.D.A. has wisely adopted the policy that this rodenticide will not be made available in any state until preliminary survey and studies have determined the most effective baits, dosages, effective baiting seasons, methods, etc., and that the material will not be sold to any grower who has not attended a meeting where their representative has explained the problem and its proper use.—A. N. PRATT, State Horticulturist, Nashville.

WEST VIRGINIA—That the merchandising work being done by apple growers is still on a very meager basis compared with that of food manufacturers is clearly shown in the following statements by Carroll R. Miller, energetic secretary of Appalachian Apple Service, Inc.:

"Cincinnati is an average big city. In Cincinnati 10 field men are working the retail grocers continuously, helping them to sell more sugar. The big sugar manufacturing companies each have two field men in Cincinnati; total 10. This is typical of food merchandising today. All food manufacturers are giving this grocer-service work, in addition to their advertising to the public and retailers.

"What are apples doing in grocer-service? We (Appalachian Apple Service) 'work' Cincinnati about four times a season, two days each time. Washington State puts a man there for about one week, yearly. That answers for the nation generally for apples.

"Think this over. Where will apples be shortly if we let ourselves be crowded out?"

MINNESOTA—Strawberry plants in the State appear to be in good condition as spring approaches. There is ample moisture in most sections of the State to give the plants a favorable start for the 1941 crop.

Because injury by rabbits has been unusually severe this winter, much interest in bridge grafting is expected to develop. To assist growers in this work, a new leaflet on bridge grafting is being issued by the Agricultural Experiment Station at University Farm.

CAUGHT BY THE CAMERA

(From top to bottom)

At the Michigan spring meeting were, left to right, C. W. Oatley, Kewadin; F. Sherman, East Lansing; H. G. Waring, Kewadin.

E. J. Rasmussen, left, East Lansing, talks to A. J. Schaefer, Sparta, past president of the Michigan society, at the annual spring meeting.

At the West Virginia meeting were, G. J. Horner, left, Martinsburg; H. B. Goldsborough, Shepherdstown; C. W. Wood, Hedgesville.

Raymond E. McQueen, left, Wolcott, tries some apple-raspberry juice with Levi Okay, Marion, at the New York gathering.

James I. Austin, left, Hamlin, talks over controlled atmosphere storage with A. Van Doren, Cornell University, at the New York meeting.

AMERICAN FRUIT GROWER

A bill for an apple grading law, similar to the Missouri law of 1939, is being introduced at the present session of the Minnesota Legislature.—J. D. WINTER, Sec'y, Mound.

ARMY WILL BUY \$100,000 WORTH OF FRUITS AND VEGETABLES DAILY

The U. S. Army Quartermaster Corps' Division of Purchases in Chicago, Ill., is setting up 30 buying offices to supply the army food needs. Fruit and vegetable purchases will total \$100,000 a day. Growers are urged to contact the Division of Purchases at once to learn the address of their local office. Produce is preferred in car lots, but every effort is being made to give preference to the small grower. Produce is bought f.o.b. destination, and the credit of the Army is considered trustworthy. Independent growers are invited to visit their local offices in person to thoroughly understand the Quartermaster's problem. The Army won't hunt you up—so you are advised to contact them now.

NEW HAMPSHIRE—A survey of the apple trees in New Hampshire is being undertaken jointly by the Extension Service and the State Horticultural Society members. It is aimed to determine the number of trees of each variety, their age, the acreage and the number of fillers. Since the survey is being conducted with limited funds, the growers have been urged to respond to questionnaires by mail. It is expected that the final reports from those who fail to mail them will be collected by volunteer workers in each community. When compiled the figures will be included with those of other New England states and they should give a good indication of the future production of all important varieties.

At the joint winter meeting of the Hillsborough County Farm Bureau Fruit Growers Association and the horticultural society at Wilton on February 28, a large gathering of apple men listened to and discussed a fine program. Principal speaker was Prof. M. P. Rasmussen of Cornell who told them among other things that chain stores in New York City handled only a small portion of the apples retailed and that independent stores, hucksters and push-cart peddlers handled larger quantities.

Prof. Rasmussen suggested that if fruit growers wish to interest retailers in greater sales effort for apples they might do well to suggest higher margins of profit. He doubted that the housewife paid very much attention to a few cents' variation in the cost of her apples. If the adding of a few cents to the retailer's margin would interest him in making greater sales, it might be a big help in moving large quantities of apples.—ALFRED L. FRENCH, Sec'y, Concord.

MICHIGAN—It pays to prune—moderately. Witness this case history of Kieffer pears:

Kieffer pear trees are a problem. They tend to set heavily in certain years and to develop a biennial bearing habit. When they do bear in volume the fruit is small in size.

Stanley Johnston, superintendent of the (Continued on page 23)

APRIL, 1941

ALL CARS ALIKE ? NOT BY A JUGFULL!

DRIVE A HUDSON UTILITY COACH or CAB PICK-UP



92-horsepower UTILITY COACH

A smart, comfortable *family* car—quickly converted into a sturdy, roomy *work* car! (See below)

CAB PICK-UP
(92 or 98 horsepower)
Most useful car ever built
for the farm! Big load capacity—lots of power—remarkable economy!

AMERICA'S SAFEST CAR



1941 HUDSON... THE CAR THAT'S DIFFERENT IN 5 IMPORTANT WAYS



1941 Safety Engineering Magazine Trophy

1 YOU RIDE MORE SAFELY! Safest body design of any 1941 car; Patented Double-Safe Hydraulic Brakes and Auto-Poise Control—*driving* safety found in no other car!

2 YOU DRIVE MORE EASILY! With the most accurate steering system known—and with Hudson's Improved Synchronized Silent Mesh Transmission!

3 YOU ENJOY NEW BEAUTY! The complete color harmony of Symphonic Styling, at no extra cost.

4 YOU FIND NEW COMFORT! Including conditioned air with Hudson's Weather-Master*—no drafts, no fogged windows, no stale air.

5 YOU SAVE YEAR AFTER YEAR! Proved economy, with championship performance and endurance.

*An extra cost option



1941 Gilmore Grand Canyon Economy Trophy

A car backed by 31 years of engineering leadership is bound to be different and better in many ways. See the nearest Hudson dealer today.

FIRST OF ALL, the Hudson Utility Coach is a big, beautiful *family* car. Then, presto! In a matter of minutes you can change it into a roomy, husky *work* car... carrying useful loads up to a half ton. All you do is take out the rear seat. Removable panels protect the upholstery.

And for farms where load-carrying is the important thing, Hudson offers a Cab Pick-Up that beats any other in the ½-ton field for capacity and utility. (Also available in ¾-ton size.) With heavier new frame and steel reinforced box, it's built to give you thousands of extra miles at lower cost.

Choose either of these two new Hudsons; you'll find it a smooth, powerful performer; a car so good-looking you'd never guess its strength; a fuel-saving, dependable worker that will serve you well for many years.

LOWEST PRICE IN AMERICA FOR ALL THIS SIZE AND POWER

You'll be astonished at the low price for which the nearest Hudson dealer can deliver a big, beautiful 1941 Hudson (Six or Eight). See him—for a deal you can't afford to miss! And remember:

HUDSON PRICES START IN THE LOWEST PRICE FIELD

WHY WE DON'T CHARGE FOR EXTRAS

**You want a
Machine
for Farming**

**Extras on
the Machine**

**Not on
the Price**

When you set out to buy a machine for farming, you want a machine for farming.

"Extra" ought to mean just that: something in addition to what you are entitled to.

You are entitled to such things as the safety electric starter, and the battery and generator to go with it. They are standard, not extra, on the Ford Tractor with Ferguson System.

You are entitled to a muffler to save your ears, and an oil filter to save your motor. They are standard, too.

A power take-off is something you need; we make it standard equipment. Also we include an adjustable drawbar, adjustable wheel-tread front and rear, independent rear wheel brakes, and ignition lock and key.

The biggest extra we give you is the Ferguson System. You can't get that at any price on any other tractor.

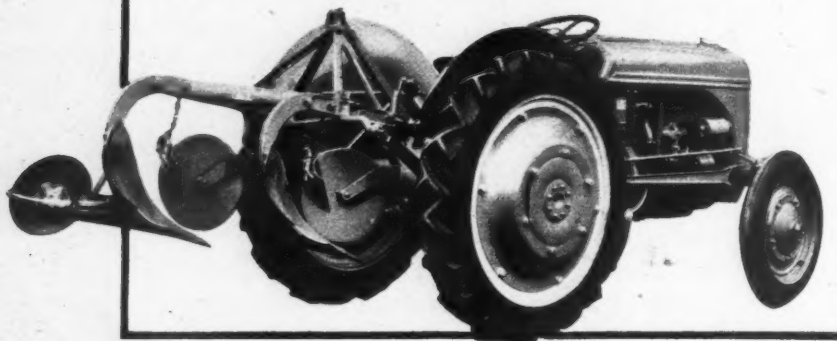
Built right into the Ford Tractor, the Ferguson System gives you extra speed in getting work done, extra ease, extra accuracy. The way it saves fuel, the way it saves time, the way it makes you more money . . . all these are extras you get without cost.

In fact, we sell the Ford Tractor with Ferguson System at less cost, by far.

The nearest dealer will prove these things on your farm. Call him for an immediate demonstration. If you don't know who he is, write us.



The Ford Tractor with Ferguson System is sold nationally by the Ferguson-Sherman Manufacturing Corporation, Dearborn, Mich., and distributed through dealers in every part of the country.



GETS ALL YOUR WORK DONE ON TIME

REDUCTION OF PRUNE ACREAGE MAY BE NEEDED

In view of the loss of European markets which once took approximately 40 per cent of the California crop, prune growers may be forced to reduce their bearing acreage in order to maintain prices that will bring them a living wage, according to Dr. S. W. Shear of the Giannini Foundation of Agricultural Economics at the University of California.

The trend toward reduction of prune bearing acreage has already started in Washington, Oregon, and California, says Dr. Shear, but the present acreage will still bear more prunes than foreign and domestic markets have consumed in recent years even at low prices. Consequently, unless European export markets are recovered, further drastic reduction of acreage will be necessary.

GROWING AND DRYING PRUNES

(Continued from page 10)

California is located in central and northern California, with the greatest acreage in the coastal counties of Santa Clara, Sonoma and Napa. Most of the remaining acreage is found in the Sacramento and San Joaquin valleys.

The French prune, because it is capable of setting fruit with its own pollen, is usually planted in solid blocks. On the other hand, the Imperial, Robe de Sergeant, and Burton require pollen of some other variety to set fruit, so a few rows of another suitable variety must be included. Since the transfer of pollen from one variety to another is accomplished almost entirely by bees, and since there is evidence that bees will increase the crop even in the case of self-fruitful varieties, growers will often place beehives in their orchards during the blossoming period.

The growing of prunes, or other orchard trees for that matter, is a year round job. Shortly after the crop is taken care of in the fall, the leaves drop from the trees and pruning can begin. Except during rainy spells, this work may continue until spring, if necessary. Sometime during the winter in certain districts it will also be necessary to apply a dormant oil spray to control certain scale insects, while in others a spray for aphid eggs is required. Wooden props are often used to support heavily loaded branches, but many growers find that wires extending from the center of the tree to the main branches are more satisfactory; another job which can be done during the winter. During rainy weather, the repairing of picking boxes, drying trays, tractors, etc., is always in order. When spring comes, the cover crop, which is either a planted one such as *Melilotus indica* or a volunteer crop of native weeds,

(Continued on page 18)

DURING the past five years our recommendations for the successful control of codling moth have helped apple growers to save tens of thousands of dollars. We have done this by pointing out to them that it is not difficult to control codling moth and prevent arsenical injury if they used a good brand of Arsenate of Lead and planned their sprays properly.

We have been able to prove to our customers that all Arsenates of Lead are not the same and if Arsenate of Lead is used as we have recommended for the control of codling moth, this pest can be controlled effectively without causing arsenical injury to apple foliage, which damage, like that caused by codling moth, is becoming a more and more serious problem for growers, particularly in eastern areas:

It is one thing to control codling moth effectively with Arsenate of Lead and it is another to do it without causing arsenical injury to the foliage.

If in your own orchard codling moth population has been built up during the past few seasons and you have seen the foliage of your trees turn brown late in August due to the accumulative effect of arsenical injury, you should seriously consider what The Sherwin-Williams Company has to offer you.

In the first place we manufacture the best possible grade of Arsenate of Lead containing a minimum of 98% Arsenate of Lead, without any so-called spreader or deflocculator. In addition we can tell you how to use this effectively and safely by combining it with Sherwin-Williams Spralastic, which is a deposit builder and a real spreader that causes more Arsenate of Lead particles to adhere uniformly on the surface of apples, giving you maximum protection against codling moth, and at the same time doesn't complicate your washing problem. This combination of S-W Arsenate of Lead and S-W

SOME SOUND ADVICE

ABOUT...



CODLING MOTH CONTROL

and Prevention of Arsenical Leaf Injury

Spralastic can be removed easily whether you brush or wash.

The antiquated practice of using lime to prevent arsenical injury has gone by the boards. In spite of the fact that lime has been recommended, it actually has not prevented arsenical injury on apples or peaches.

The Sherwin-Williams Company's Research Department worked on the problem and discovered that still another step was required for absolute protection and therefore our Research Department developed the use of a zinc compound known as Safe-N-Lead, which acts as a buffer for the prevention of arsenical injury to apple foliage.

At picking time, next fall wouldn't you like to see your apples come off

the trees with a minimum amount of codling moth damage and to have foliage that has retained its vigorous green color right up to frost? Apples that come from such trees command the best price not only because they are free from codling moth injury but their appearance and quality are normally better.

For years the damage to apple trees caused by arsenical injury to apple foliage has not only reduced the size of the crop but the salability and the eating quality as well because high quality apples do not come from trees whose foliage has been injured.

We will gladly send you printed literature containing directions on how to control codling moth and eliminate arsenical injury to foliage.

THE SHERWIN-WILLIAMS Co.

Insecticide Dept.

101 Prospect Ave.

Cleveland, Ohio

[Advertisement]



Ask SHELL about PEST CONTROL

Mail Coupon TODAY!

● There's no need for you to waste time and money trying to find the right spray oil to whip your pest problem—call on Shell. More than likely the thing that has you "up a tree" has already been conquered by Shell's staff of skilled entomologists. Profit by their years of experience—inquire at your local Shell office or send coupon today!

SAVE MONEY . . . GET BETTER CONTROL, BETTER COVERAGE, WITH SHELL TIME-TESTED SPRAY OILS

SHELL MEDOL SUMMER SPRAY OILS . . . kill codling moths, leaf hoppers, mites, young scale insects. Shell Medol Summer Spray Oils are also ideal stickers for dry insecticides.

SHELL NEUTROL DORMANT SPRAY OILS . . . kill scales, leaf rollers, red mites, etc. These spray oils are also ideal aids for controlling aphids, bud moths, case bearers.

SHELL

Time-Tested
SPRAY OILS

Chief Entomologist
SHELL OIL CO., INC.
50 W. 50th St., New York, N.Y. (If East of Rockies)
100 Bush St., San Francisco, Cal. (If on Pacific Coast)

Check which

- ☐ My problem is _____
(For detailed explanation use separate sheet)
☐ Send me your newest booklet on Shell Spray Oils.

NAME _____

ADDRESS _____

CITY _____

STATE _____

AF-53

GROWING AND DRYING PRUNES

(Continued from page 16)

must be disked or plowed under and enough loose soil left to build irrigation levees for the irrigation or irrigations which are necessary in most districts during the growing season. Following the last irrigation before harvest the land is again cultivated, and more carefully this time, since a very smooth soil surface is necessary for the harvesting operations, which begin in August.

The fruits at harvesting time are dark blue in color and fully ripe, in many cases having dropped naturally from the trees, although in certain districts some of the crop must be shaken off. As already mentioned, the growers are very careful to pulverize the surface soil so that the fruits will not be bruised when they fall to the ground and so that the harvesting crew may work rapidly and comfortably. The prunes are gathered by hand into buckets which are emptied when full into field lug boxes. The orchard is picked over about once a week, in some locations as many as three to five pickings being made. Occasionally in those districts where the fruit must be shaken from the trees, a large canvas is used to catch the prunes, but this method is not feasible if the fruit drops naturally, because the fruits which have dropped to the ground would have to be picked up before the canvas could be placed under the tree. Since the picking of prunes is often done on a piecemeal basis, either by the box or the ton, a harvesting scene is likely to be one of considerable activity.

The next step is to haul the boxes of fruit to the dipper where the fruits are washed in a boiling hot dilute solution of lye or sodium hydroxide, or sometimes in pure boiling water if the fruit is to be dried rapidly with arti-

ficially produced heat. This solution removes the bloom (a thin waxy layer on the skin of the fruit) and makes small checks or cracks in the skin and so causes the prunes to dry more rapidly. Any dust which may have adhered to the fruit is also removed in the process. Some dipping machinery gives the fruit an additional spray of water, but this is not absolutely essential since the extremely small amount of lye present soon changes on exposure to the air into harmless sodium bicarbonate or baking soda and, in addition, the prunes are given another cleaning and sterilization just before they are placed in packages for sale.

On leaving the dipper, the prunes are spread on trays the size and shape of which depends on whether the fruit is to be dried in the sun or placed in a dehydrator which speeds up the drying process by blowing hot air over

(Continued on page 26)

MODERN FRUIT PRODUCTION

A complete, up-to-date text for students of agriculture and a useful handbook for fruit growers including the latest information on propagation, planting, setting, pruning, storage, soils, fertilizers, insect and disease control, improvement of fruits, costs, and all other aspects of fruit production. Illus. \$4.50

By

J.H. Gourley & F.S. Howlett

Order from

The Macmillan Co., 60 Fifth Ave., N. Y.



**MORE MILES
PER DOLLAR**
with U. S. ROYAL BOOTS

Tempered Rubber makes them easier on your feet, too—tougher, yet lighter and more supple.



UNITED STATES RUBBER COMPANY

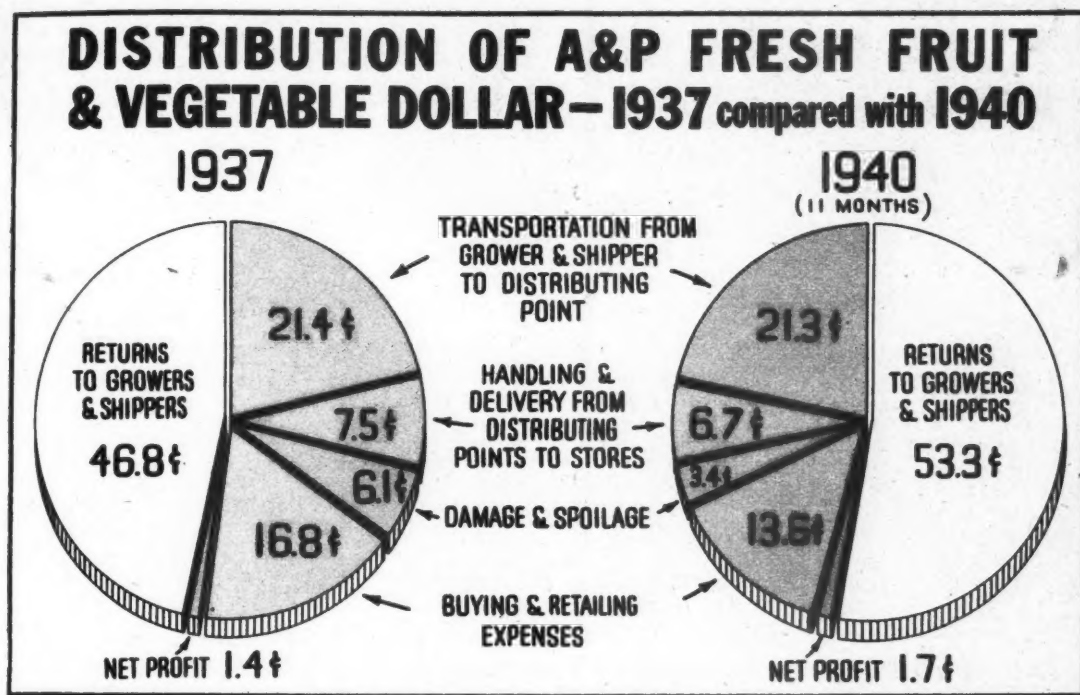
ROCKEFELLER CENTER • 1220 SIXTH AVENUE • NEW YORK

AMERICAN FRUIT GROWER

APRIL, 1941

A REPORT ON FARM INCOME BY THE ATLANTIC COMMISSION CO.

How Growers and Shippers are continually receiving more of the Consumer's dollar



THESE charts show the progress being made by the Atlantic Commission Co. and A&P in helping solve agriculture's major problems—to give you a larger share of the consumer's dollar and increase consumption of fresh fruits and vegetables.

They show how we help you by conducting our own business as efficiently as we know how.

Note that the 1940 return to growers and shippers of 53.3 cents of the customer's dollar spent in A&P stores is an increase of 6.5 cents over 1937. This is an increase of more than 13 per cent in just four years. This increased return is well above the estimated national average return on produce marketed through all channels.

Operating Expenses Reduced

Note too how operating expenses have been reduced 19 per cent...how spoilage and damage rates have been brought down 44 per cent—in just four years. These figures show clearly how chain store distribution is helping to boost farm income by eliminating bottlenecks and "toll gates" and perfecting a constantly more direct and economical route from producer to consumer.

The full value of this continuing progress is not alone in enabling you to realize a greater share of the consumer's dollar. This progress is vitally important because

it widens your markets by making it possible for millions of people to buy more of what you grow and ship... and because it points directly to future improvements in further cutting wastes and perfecting handling methods—a down-to-earth approach to the problem of increasing farm income.

All Producers Benefit

These increased returns and widened markets benefit directly the many thousands of growers who market their produce through the Atlantic Commission Co. But our work is of the utmost importance also to those of you who market through other channels. Atlantic Commission Co. and A&P set an example of economical distribution that induces more and more distributors to improve their methods—with benefits to all producers.

These figures show clearly the benefits growers derive from A&P's policy of selling large amounts of many items, of securing faster turnover at a minimum net profit (1.7 cents in 1940). They show that what we do day-in day-out gives you an increasing share of the consumer's dollar and enables you to sell more fruits and vegetables through Atlantic Commission Co. and other channels.

In continued progress of this kind lies the hope of increasing benefits to all of us—consumers, distributors and growers throughout the nation.

ATLANTIC COMMISSION CO. Inc.

Affiliate of The Great Atlantic & Pacific Tea Company

WE'RE BOTH PARTNERS OF MOTHER NATURE



Perhaps the Home of Budweiser does Mother Nature an injustice when we say she is our partner. It is nearer the truth to say she is head of the firm. And that, you might say, puts the American Farmer pretty close to the top of our business, too.

In a word, you and Nature make Budweiser. Together you take the rains and sunshine and warm-embracing earth and transform these into fields of growing life. Together you produce the exquisite barley and aromatic hops that help to give to Budweiser its world-acclaimed flavor. Together you provide the finest of this earth's rich rewards—and we in turn provide ideal conditions for the continuation of Nature's work—slow fermentation and thorough ageing.

We of Anheuser-Busch are happy to have been so pleasantly associated with the farmer for nearly a century . . . happy to have the cream of his crop . . . happy to have perfected with such a partnership a product that has won and held world applause for quality.

We salute the American Farmer
—his work and his invaluable
contributions to our Industry.



ANHEUSER-BUSCH
ST. LOUIS



Budweiser

TRADE MARK REG. U. S. PAT. OFF.

A Beverage of Moderation

COPR. 1941 ANHEUSER-BUSCH, INC., ST. LOUIS, MO.
AMERICAN FRUIT GROWER

FINGER PRINTING

(Continued from page 7)

determining varieties. Such a system would make absolutely certain that a producer was purchasing and setting out the particular variety desired and not some similar but less valuable variety.

This spring the New Jersey State Agricultural Experiment Station will set out some 500 peach seedlings which will produce fruit late in June of 1944. Trees bearing in June would be a full month ahead of the major peach crop.

Four crosses of a hybrid tree called "N.J. 118" supplied the peach pits for these seedlings after experiments by the research workers had succeeded in getting them to bear fruit which ripened in the last 10 days of June. The seeds of trees which bear so early are not viable, so it was necessary to place these seeds in jars with sterilized cultures, put them in cold storage for six weeks, and then set them out in greenhouses. This was done last spring and the seedlings are now ready for planting in the open.

The basic strain of this tree is Ying Tsui, or Eagle's Beak, a Chinese variety of honey peach with a long, curved point. The strain was imported by the U.S.D.A., which is co-sponsoring the project.

New Jersey growers are particularly interested in this experiment as the early peaches produced by this hybrid strain are expected to be of sufficient size and firmness to be readily marketable. Some early peaches in the past have not had these qualities.

The results of the peach tree "finger printing" or variety determination studies will be of great value to fruit producers all over the United States and the completion of the studies Prof. Blake is conducting with WPA aid is being anxiously awaited.

The minute differences in the size, shape, and width-to-length ratio of the leaves of various trees, as well as variations in the twigs, are being measured and a system of accurate identification worked out. The perfection of such a system should practically eliminate the possibility of buying and planting an inferior variety.

UNITED'S B. B. (BLOCK BAKED) CORKBOARD INSULATION

Assures maximum insulation efficiency at minimum cost. Moisture-resistant, compact, lightweight, sanitary, structurally strong, flexible.

Write for particulars.

UNITED
CORK COMPANIES
WEST KEARNY, N. J.

Literature
on request

OTHER STATES STIRRING

Since the decision declaring the Michigan apple advertising law constitutional, growers in Ohio, New York, and Missouri have held meetings for discussion of a similar law in their own states, according to the National Apple Institute.

Ohio growers have already introduced a bill into legislature which provides for a commission of five growers, exempts the first 250 bushels, and leaves method of collection up to ruling of the commission.

MICHIGAN RAISES ALOFT ADVERTISING BANNER

(Continued from page 9)

Although the commission is worried over this strongly organized minority, they know they have the backing of men far more influential than the Protective League could ever muster. Commissioner of Agriculture E. A. Beamer is one of the men who will give all possible aid to the law. "Michigan apple growers are in dire need of additional market outlets," he states. "I believe if they felt the realization of the potential possibilities of an advertising and publicity program that might be secured under the advertising act, they would willingly consent to a small assessment to be used entirely for advertising their product."

Mr. Taylor estimates that 90 per cent of the growers in the State are behind the bill, but he laments the fact that many are unwilling to get out and support the law by letters, telegrams, and personal visits to their representatives. Typical attitude of one of the 90 per cent favoring the law is portrayed by George Simmons at his fruit farm in Novi. "The Baldwin Apple Law is our only salvation," he states. "We have to try it out and find its flaws and then improve it. It's gotten to a point where it is nip and tuck to get by in the apple business. We've seen our markets taken away by citrus and we have to begin promoting our own fruit."

A rough road lies ahead for the Michigan State Apple Commission and nobody realizes it more than members of the commission themselves. As explained by J. J. Hill, State Horticultural Society president, several important problems have yet to be solved. His analysis is: "There are some alterations necessary in method of collecting the fee, and there should be a limit of grade to which advertising should be applied. As applied to all varieties and grades it can be very misleading

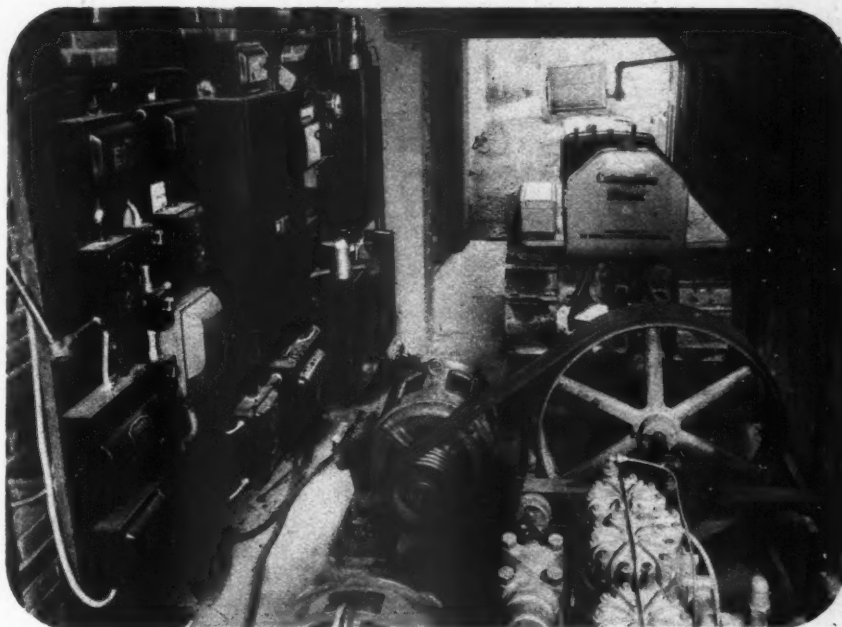
(Continued on page 24)

ORCHARD AND COLD STORAGE PLANT

GIVE D2

Year 'round job!

... OVERLOOK ORCHARDS, COPLAY, PENN.



From May to October, this "Caterpillar" Diesel D2 Tractor helps Overlook Orchards, Coplay, Pennsylvania, produce fruit on their 85 acres. And from October to May, it generates the electricity to power this owner's cold storage plant.

According to Proprietor Wm. F. Haas, with this wintertime use the Diesel D2 works far more than twice as many hours per year as in tending the orchard alone!

"Compared to former electric costs, the D2 made a gross saving of \$600.00 of operating ex-

pense in the 1939-40 storage season for refrigeration power alone, operating 1300 hour meter hours on this job," reports Mr. Haas!

Maybe a "Caterpillar" Diesel can bring you similar dividends!

"Caterpillar" alone builds Diesels with modern oil-cooling—for double certainty of efficient operation and extra-long bearing life. Only "Caterpillar" track pins, cylinder liners and other vital parts get the wear-fighting Hi-Electro heat treatment. These are only sample reasons for "Caterpillar" leadership!

CATERPILLAR Diesel

DIESEL ENGINES • TRACK-TYPE TRACTORS • TERRACERS

CATERPILLAR TRACTOR CO., Dept. A-14, Peoria, Illinois

Gentlemen: I operate _____ acres of orchard. My power is _____
☐ How can I get a competent equipment survey, applying to my own orchard, without obligations?

Name _____ R. F. D. _____

Town _____ County _____ State _____

AMERICAN FRUIT GROWER

PAGE 21

APRIL, 1941

**THERE'S A SPECIAL STAUFFER
SULPHUR FOR EVERY FUNGOUS
CONDITION CONTROLLED WITH
SULPHUR.**



**IN FACT, STAUFFER OFFERS
THREE SPECIFIC GRADES FOR
APPLE SCAB ALONE.**

No matter what spraying equipment you have or what your personal preference is, one of these three Stauffer Sulphurs will fill your Apple Scab control needs:

"MAGNETIC - 70" Concentrated Sulphur Paste

"3-M" (Magnetic Micron Measured) Wettable Sulphur

"MAGNETIC SPRAY" Wettable Sulphur

Each is the highest quality in its particular grade and each is available in any quantity through your local dealer. You get extra spray dividends when you use Stauffer Sulphurs . . . the most widely used Agricultural Sulphurs.

For Brown Rot on Peaches use "CROWN" Brand Wettable Sulphur for effective control at a reasonable price.

BUY SULPHUR BY STAUFFER

NEW TEXTBOOK ON FRUIT PRODUCTION

By F. P. CULLINAN

Bureau of Plant Industry
U. S. Department of Agriculture

A NEW textbook entitled "Modern Fruit Production" is just off the press. The authors are Dr. J. H. Gourley, head of the Department of Horticulture, and Dr. F. S. Howlett, associate professor of horticulture, both of The Ohio State University. This book represents a complete rewriting and expansion of the "Textbook of Pomology" by the senior author, but the treatment of the subject matter is entirely new.

There are 17 chapters in the book. The introductory chapter gives a picture of the fruit industry in the United States by regions, as well as the trends in fruit consumption and the relative importance of the fruit crops in world fruit production. Before discussing the problems affecting growth and production of fruits, the authors describe the fruit plant and its parts. This includes fruit buds and spurs, the differentiation of floral primordia, flower and fruit structure, the fruiting habits of the different species, and factors affecting flower formation. Essentials to be considered in the choice of orchard sites and soils, as well as methods of laying out the orchard, are considered in the light of present-day commercial practices and of recent studies on tree performance on unsatisfactory sites.

In discussing the development of the fruit plant from the time of planting through the period of heavy fruit production, special emphasis is placed on the physiological basis within the plant and environmental factors that may modify the growth and fruiting response. This is clearly brought out in a thorough discussion of such subjects as cultural practices in the orchard, water relations of fruit plants, the use of fertilizers and manures, orchard soil management and cover crops, responses due to pruning, the problems of fruit setting including pollination and self-unfruitfulness, fruit thinning and alternate bearing, factors affecting size and color, winter injury, and varietal resistance to cold.

In the chapter devoted to propagation and stocks there is a good discussion of present knowledge with reference to understocks for varieties, including clonal and vegetatively propagated stocks. A chapter is also devoted to the origin and development of fruits and the possibilities of improvement of varieties by breeding and through the selection of color sports and bud mutations. The book closes with a discussion of the costs of fruit production.

No attempt has been made by the authors to summarize all experimental data bearing on the various phases of fruit plant growth and production. They have, however, endeavored to select such representative experimental data, principally of the past decade, as would assist the reader to a better understanding of the problems of fruit growing, as well as the principles underlying the best present-day practices.

The book will be of special interest and value to advanced undergraduate and graduate students in pomology. Students in botany will be interested in the discussions on morphological phases of fruit development as well as the physiological and ecological phases of fruit plant response. The commercial fruit grower will find a concise and sound discussion of the many important problems involved in successful fruit production, as well as the authors' opinions of the best commercial practices to be followed in the light of recent research studies.

The authors have rendered a distinct contribution to pomological science in bringing together this latest information and presenting it in such an instructive and easily readable book. The book is published by The Macmillan Company, New York, in the Rural Textbook Series.

STATE NEWS

(Continued from page 14)

South Haven Experiment Station, co-operated in conducting an experiment in pruning of this variety on the James Hosking farm near South Haven, in an effort to up the percentage of larger pears on which canning factories pay a premium.

ANNUAL NAI MEETING IN JUNE

The National Apple Institute will hold its annual meeting in Columbus, Ohio, on June 16-18. The late date was selected because a fair idea of the crop prospects will be obtainable by that time. The program will emphasize open discussion on major issues.

Paul Stark, president of the institute, has been appointed by Secretary of Agriculture Wickard to represent horticultural interests on the secretary's Agricultural Advisory Council. Function of the council is to advise the secretary on "problems connected with production and distribution of farm products which might arise under war time conditions."

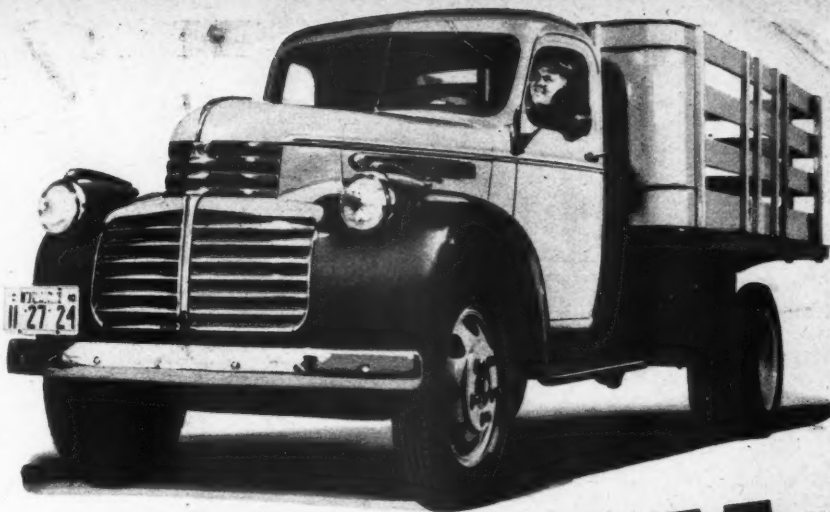
On the 35-year-old trees the experiments varied little in seven years in showing that moderate heading paid the best returns. In the moderate heading all branches making less than approximately six inches of new terminal growth were headed back into wood two and three years old. This gave about 133 bushels less pears harvested per acre than from unpruned trees, but the product was worth \$10.17 more, and with savings in harvest and handling.

NEW YORK—Pioneers in the field of modified atmosphere storage for apples are giving the new process its first practical trial this coming May and June. A total of 30,000 bushels of apples, mostly McIntosh, placed in these special types of storages last fall, will be released by Claude Hepworth of Ulster County, Stuart Hubbard of Dutchess County, John Hall of Niagara County, and the Sodas cold storage plant in Wayne County. While the apples could be held longer than this spring or summer, they would run into another harvest season and nothing would be gained. The effort now is merely to extend the apple eating season with top-notch fruit from fall to late spring.

KANSAS—New officers of the Missouri River Apple Growers Association, elected during the recent annual meeting at St. Joseph, Mo., are: V. M. Dubach, Wathena, Kans., president; Earl Holt, Savannah, Mo., vice-president; and Joseph Letts, St. Joseph, Mo., secretary-treasurer.



A. J. Rogers, left, Beulah, past president of Michigan society, enjoying a chat with H. D. Hootman, secretary, during the spring meeting. APRIL, 1947



GMC FARM TRUCKS

are Priced with the Lowest!

Compare GMC with any other farm truck! See how much more value you get at low price in a General Motors Truck. GMC engines are the **strongest-pullers** in the industry, size for size... That means less loss of time when you're pulling up

hills or hauling on soft ground! GMC factory-built bodies are extra-roomy... That makes loading easier and enables you to haul larger loads of bulky produce! And GMCs are smart looking—you'll always be proud to drive a GMC!

Our own YMAC Time Payment Plan assures you of lowest available rates



MORE POWER PER GALLON

Note the offset dome on the GMC Turbo-Top Piston at the left. It forms the lower half of GMC's exclusive combustion chamber that gets more power out of every drop of gas.

"PASSENGER CAR" COMFORT and DRIVING EASE

You'll feel the difference the minute you get behind the wheel. GMC Cradle-Coil Seats are a new development in scientific cushioning. And GMC Ball-Bearing Steering actually reduces steering effort as much as 57%.



AMERICA'S LOW-PRICED TRUCK OF VALUE

GMC TRUCKS

GASOLINE — DIESEL

AMERICAN FRUIT GROWER

PAGE 23

10 SOUND REASONS FOR USING



Bordeaux mixtures which effectively control fungous diseases depend on the elimination of guesswork and haphazard methods of determining the amount of Copper Sulfate in the spray mixture. Nichols Triangle Brand "Instant" Copper Sulfate gives you these 10 advantages:

1. **ACCURATE CONTROL** . . . You know exactly how much copper sulfate is in your mixture.
2. **GREATER SAFETY** . . . Control of mixture means increased safety.
3. **BETTER MIXTURES** . . . Dissolves instantly and completely.
4. **ECONOMY** . . . No waste, no sediment, no undissolved crystals. **YOU USE IT ALL!**
5. **EFFICIENCY** . . . 99% pure, 100% efficient.
6. **FASTER OPERATIONS** . . . Saves time, labor . . . mixes directly in the spray tank. Requires no agitation.
7. **REDUCED EQUIPMENT COSTS** . . . Eliminates extra equipment for slaking lime and making stock solutions.
8. **KNOWN QUALITY** . . . Standard for 50 years, it is the oldest and best known brand. Modern manufacturing methods assure never failing high quality in every package.
9. **MODERN PACKAGES** . . . Safeguard quality. At no extra cost, you get the best in water-proof bags and steel-hooped barrels.
10. **PRODUCED IN 3 LARGE PLANTS** . . . Your dealer can always supply you because of three strategically located plants.

ASK YOUR DEALER for Nichols Triangle Brand "Instant" Copper Sulfate today. He also carries **LARGE AND SMALL CRYSTAL** and **GRANULATED NICHOLS SULFATE** for **STANDARD BORDEAUX**, and **MONEY-DRAINED** for copper lime dusts.

Standard RIDE or WALK
GARDEN AND SMALL FARM Tractors
Plow Seed Cultivate Mow Hay and Lawns

Powerful 1 and 2 Cylinder Tractors for Small Farms, Gardeners, Florists, Nurseries, Fruit and Poultrymen.

FOUR MODELS
Ample Power for Field, Haying and Truck Crop Tools. Run Pumps, Saws and Belt Machines.

Steel or Rubber Tires
High Wheels—Enclosed Gears
LOW PRICES
Write for Easy Terms Plan and **Free Catalog**

STANDARD ENGINE CO.
Minneapolis, Minn. New York, N.Y. Philadelphia, Pa.
2311 Como Ave. 637 West 36 St. 2448 Market St.

SPRAY with
26% COPPER FUNGICIDE

An insoluble copper fungicide. A most effective spray for apples and cherries. Absolutely safe. Controls diseases without injury.

Tennessee Corporation ATLANTA, GEORGIA
LOCKLAND, OHIO

MICHIGAN RAISES ALOFT ADVERTISING BANNER

(Continued from page 21)

and could cause the bulk of advertising to be ineffective."

How to collect the fee from the grower is perhaps the most perplexing problem facing the commission. The method of pasting a stamp on each bushel certainly did not work two years ago, and it most likely would be unwise to attempt to use that method again. Collecting the apple fee in the same way the Michigan sales tax is collected appears to be a method worth trying but this also has several objections. Some believe the stamps should be attached to the invoice, but when one considers that in many sales no invoices are made out, difficulties with this method become apparent.

"Should all grades of Michigan apples be advertised?" is another question which must be answered. Taylor says yes; others say no. This question must be answered to the satisfaction of all if the commission is to receive 100 per cent backing.

The Cahodas Brothers of Ishpeming have been the outstanding example of full co-operation with the commission thus far. To the commission in 1939 they paid a fee of \$1400 on their 140,000-bushel apple crop. They know that advertising provided by the law will send their apples to market with fanfare and publicity befitting the King of Fruits. And, like all good businessmen, they know that the penny paid out for advertising will be more than repaid in the long run by increased profits due to higher prices.

MASK AWAY the
LIME—LEAD—OIL or
SULPHUR SPRAY!



E-Z "C"

Clears Vision Instantly!

★ See that transparent ribbon? It slides across the regular visor from a 30 ft. roll which revolves in a tiny tube beside the left eye. Just pull out a little when it water spots or smudges, and **ALL'S CLEAR** again!

Spray More Crops In Less Time At Less Cost . . .

Get a better crop—faster work and more thorough coverage at less cost. Cesco E-Z "C" Face Protector lets you walk right in and stand up against lime, sulphur, lead, oil or any other spray with **CLEAR VISION** during the entire operation. Order from your seedsman, hardware dealer or direct from us. Price \$3 complete.

CHICAGO EYE SHIELD CO., 2307 Warren Boulevard
Chicago, Illinois

Guard Against DESTRUCTIVE INSECTS

With **Corona** Products

1 PROTECT YOUR APPLE CROP from the curculio, codling moth, bud moth and other pests—with Corona Dry Arsenate of Lead. Here's a double-action poison that kills insects quickly—completely.

2 PROTECT YOUR POTATO CROP by spraying with Corona Calcium Arsenate and Corona Bordeaux Mixture. Both can be used as they come in the package—as a wet spray or a dust.

3 FOR TREE WOUNDS use Corona Tree Wound Dressing. This product retains its healing properties longer—heals quicker—and will not injure living tissue.

OTHER CORONA PRODUCTS

CORONA MERKO . . .	for treating seed corn
OATS DUST . . .	for treating seed oats
COPPERCARD . . .	for treating wheat seed
50% PLUS . . .	for treating wheat seed
P. D. 1 DUST . . .	for treating seed potatoes

Corona
CHEMICALS
DIVISION OF
PITTSBURGH
PLATE GLASS COMPANY
MILWAUKEE, WISCONSIN



UNIVERSAL SPRAYERS for SMALL GROWERS. We have a power sprayer to fit your needs should you have only a few trees. Write for descriptive folder.

UNIVERSAL POWER SPRAYER CO.
PLYMOUTH MICHIGAN

ROANOKE CONFERENCE

ORCHARDISTS from West Virginia, Virginia, North Carolina, South Carolina, Georgia, Maryland, Delaware, and Pennsylvania gathered at the Regional Fruit Growers conference, Roanoke, Va., March 3-5, to hear U.S.D.A. heads and other prominent men discuss various problems of the fresh fruit and vegetable industry.

"The Evolution of the Commercial Apple Orchard of Today" was the theme of a discussion on the first day of the meeting. Sessions on the two succeeding days were devoted to discussion on "The Economic Condition of Our Industry," "Plant Research and the Fruit Industry," and other pertinent subjects.

Leaders in the apple orchard discourses included John R. Magness, principal pomologist; D. F. Fisher, principal horticulturist; B. A. Porter, senior entomologist; and John V. Roberts, principal pathologist, all U.S.D.A. authorities.

"Combat," a motion picture telling the story of man's war on insects, was presented by W. S. Hough of the Winchester Research Laboratory, Winchester, Va. Another film, "Four Little Mice," was narrated by John W. Hamlet of the U.S. Wild Life Service, College Park.

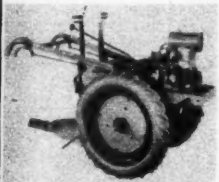
Samuel A. Frazer, well known for his work with the International Apple Association, was one of the speakers in a discussion of the economic conditions in the industry. Others on this section of the program included F. A. Motz, principal marketing specialist, Office of Foreign Agricultural Relations, and Porter R. Taylor, chief, Fruit and Vegetable Division, Surplus Marketing Administration, U.S.D.A.

Conferences on research were led by E. C. Auchter, chief, Bureau of Plant Industry, U.S.D.A., and E. J. Kraus, head, Department of Botany, University of Chicago. Joining Fisher, Porter, and Roberts in a discussion on commercial peach orchards was F. P. Cullinan, senior pomologist, U.S.D.A.

G. S. L. Carpenter, divisional manager of American Fruit Growers, Inc., at Hagerstown, Md., arranged the meeting and supervised the setting up of displays and equipment. Among the exhibits were live animals and birds, insects actually at work, apple and peach trees set up in the ballroom to show results of sprays and insect damage, as well as a full size store window with an inside fruit display rack filled with Blue Goose fruit. J. E. Kirby, one of American Fruit Growers sales promotion representatives, trimmed the store and was on hand to talk with the growers about dealer service work and marketing problems.

BREADY "HC" MODEL TRACTOR

A rugged tractor with ample power to handle the toughest jobs.



Powered with a 4 H. P. Wisconsin Motor and equipped with automotive type transmission (3 speed forward and reverse) this tractor will handle jobs that are stalling tractors of similar size. The

mercury clutch, similar to the fluid drive in the automobile, cushions the load relieving undue strain on the motor and driving mechanism. You will be surprised at the ease with which it handles. This tractor has 22-inch clearance and equipment consists of a 9-inch plow with 12-inch coulters, 6 blade Acme harrow and 6 shovel cultivator.

Write for descriptive folder.

BREADY TRACTOR AND IMPLEMENT CO.
201 Aurora Rd. Solon, Ohio

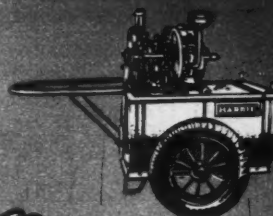
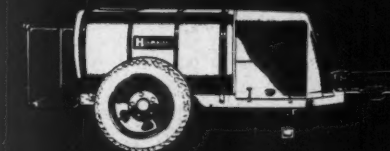
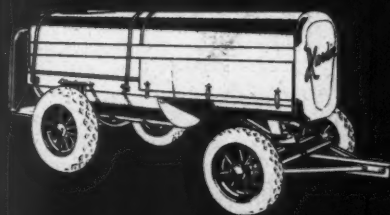


LIKE THE ICE CREAM ON THE APPLE PIE

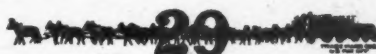
Hardie engineers didn't stop when they had built a machine that will pump spray solution. They kept right on searching for features of design and construction that would make that sprayer more useful to the grower, more economical in use. That's why the Hardie owner enjoys so many exclusive advantages and economies. These Hardie plus features save labor, time and expense while the sprayer does its work.

7 PLUS Features

Hardie gives you a bigger, stronger pump, vertical crankshaft drive, complete lubrication, high pressure at slow speed, easy accessibility of all parts, complete dust proofing, and service from a responsible dealer wherever you are. Write for the new 1941 Hardie Catalog showing over 40 sizes and styles of sprayers for every job in orchard, grove or row crop. The Hardie Mfg. Company, Hudson, Mich., Portland, Ore., Los Angeles, Calif.



HARDIE Dependable SPRAYERS
"THE ONLY SPRAY PUMP THAT IS COMPLETELY LUBRICATED"



BORAX—BORIC ACID

Borax or Boric Acid—for the effective control of BORON DEFICIENCY DISORDERS in apple orchards.

Write for your free copy
"Borax, the Ounce of Prevention"

PACIFIC COAST BORAX CO.

51 Madison Ave., New York City

HAMILTON

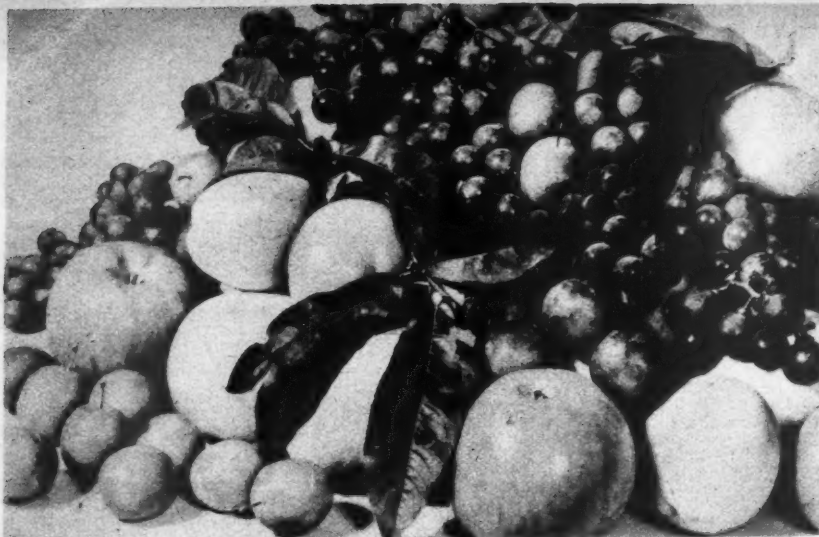
"Spray Guns that pay"

To prune and not spray efficiently is poor business.

See the New Style Hamilton Guns with Controlled Streamline

W. L. HAMILTON & CO.
BANGOR, MICHIGAN

Seven Models A GUN FOR EVERY PURPOSE
Send for FREE Catalog



MAKE MORE PROFIT FROM FRUIT

Any profitable orchard program must provide a good supply and proper balance of all plant-food elements. Nitrogen and potash in about equal amounts are necessary for the production of good yields of high quality fruit. Potash gives vigor during growth, increases resistance to diseases, and improves the keeping quality. It also is necessary for a heavy growth of cover crops.

Ask your county agent or experiment station how much potash your soil will supply and how much to add to carry your crop through to profit. Then make sure that your dealer sells you a fertilizer containing enough to supply what you need. You will be surprised how little extra it costs.

Write us for further information and free literature on the profitable fertilization of crops.

AMERICAN POTASH INSTITUTE, INC.
INVESTMENT BUILDING WASHINGTON, D. C.



WHAT TO TELL YOUR DAUGHTER!!

If your daughter is approaching womanhood or in her early 20's, and is restless, nervous and cranky—because of cramps, headache or weakness due to monthly functional disturbances—have her try Lydia E. Pinkham's Vegetable Compound.

Pinkham's Compound is one of the MOST EFFECTIVE medicines made to relieve such weak, nervous feelings. Give this famous medicine—time-proven for over 60 years by hundreds of thousands of grateful women—a chance to help YOUR daughter go smiling thru such "difficult days." Pinkham's Compound should benefit you, too, mother for this purpose. Try it!



STRAWBERRIES PAY
Allen's 1941 Berry-Book Describes Best Methods, Plants, Varieties, Premier, Fairfax, Dorsett, Caskill.
COPY FREE WRITE TODAY
THE W. F. ALLEN CO.
22 Evergreen Ave., Salisbury, Md.

PAGE 26

FAMOUS FOR OVER 100 YEARS

Give complete and satisfactory protection to spraymen. Rubberized suits also available.
SOLD BY ALL GOOD DEALERS
Write for Booklet AG
A. J. TOWER CO., BOSTON, MASS.

APPLE TREES 35c EACH

Famous McIntosh Apple trees, 2 years old 5' to 7', at 35c each in lots of ten delivered, until block of 20,000 trees exhausted. Grown and guaranteed true to name by New England's largest nursery.

C. R. Burr & Company, Inc., Department E, Manchester, Conn.

AMERICAN FRUIT GROWER

GROWING AND DRYING PRUNES

(Continued from page 18)

the trays. The modern dehydrator consists of two long tunnels with doors at each end. The trays of fruit are placed on small railroad cars and are then pushed into the tunnels in which a stream of air heated to a temperature of about 130 to about 165 degrees F. is circulated by a large fan.

Dehydration is used almost exclusively in the Pacific Northwest states, but in California, sundrying and dehydration are both common practices. The principal advantage of dehydration is that the drying process is completed in about 24 hours, while sundrying requires a week or two.

After the drying process is complete, all imperfect fruits are removed from the trays by hand and the remainder hauled to the grower's temporary storage bin, where they usually remain long enough to bring about some equalization of moisture between slightly overdried fruits and those that contain a little too much moisture. The prunes are then placed in burlap sacks, holding approximately 100 pounds, for transfer to the packing house, which may be operated by a private company which has purchased the crop from the grower or by a co-operative organization owned and operated by grower members.

The California prune industry is operating under a marketing program which has as its principal objective the orderly disposal on the domestic market of that portion of the crop that was previously exported to Europe. This they hope to accomplish by a number of means, two of which I will mention. First, off-grade prunes which would tend to destroy the buyer's confidence in the quality of the product, are being destroyed or converted into by-products. Second, the whole industry is contributing to an advertising campaign which is attempting to bring to the attention of more people the many ways in which this comparatively inexpensive but nutritious food may be used.

The Newest DEVELOPMENT IN SWEET CHERRIES

"YORK IMPERIAL"

SELF-POLLINIZING • PROLIFIC
HARDY • NON-SPLITTING
GOOD CANNER AND SHIPPER

Write for Descriptive Folder
WHITE ROSE SEED & NURSERY CO.
350 W. MARKET ST., YORK, PA.

KINKADE GARDEN TRACTOR

A Practical, Power Plow and Cultivator for Gardeners, Suburbanites, Florists, Truckers, Nurserymen, Fruit Growers.
Low Prices - Easy Terms
American Farm Machine Co.
1105 33rd Av. S.E., Minneapolis, Minn.



APRIL, 1941

Quality FRUIT TREES FROM SELECTED STRAINS

Storrs & Harrison, Inc., has been growing Quality Fruit Trees for Orchardist and Home Gardener for 87 years.

Trees listed are available for immediate shipment or as soon as you are ready to plant.

Prices are f.o.b. Painesville, Ohio. Packing free. Transportation by Express or Freight collect.

Height of all S&H fruit trees is approximate and is the average height of most varieties. Some slow growing kinds fall short of the height and some strong growers exceed specifications. It is intended therefore, that caliper shall be the governing factor in grading.

Fine Sturdy PEACH TREES

Capt. Ede	J. H. Hale
Carmen	Oriole
Champion	Prolific
Crawford Early	Rochester
Crawford Late	Salberta
Cumberland	Shipper's Late
Early Elberta	Red
Elberta	South Haven
Gold Drop	Vedette
Golden Jubilee	Yellow St. John
Halehaven	Wilma
Lemon Free	

	Each	10	100	1,000
9/16" - 4/5'	\$0.40	\$3.00	\$25.00	\$200.00
7/16" - 3/4'	0.30	2.50	20.00	150.00
5/16" - 2/3'	0.25	2.00	15.00	100.00

SWEET CHERRY

These trees are 2 years old. They were cut back and now carry a 1 year top.

Bing	Schmidt
Governor Wood	Windsor
Lambert	Yellow Spanish
Napoleon	

	Each	10	100	1,000
11/16" - 5/7'	\$0.80	\$7.50	\$65.00	\$550.00
9/16" - 4/5'	0.70	6.50	55.00	450.00
7/16" - 3/5'	0.60	5.50	45.00	350.00
5/16" - 2 1/4'	0.50	4.50	35.00	250.00

SOUR CHERRY

	Each	10	100	1,000
11/16" - 4/5'	\$0.80	\$7.50	\$65.00	\$550.00
9/16" - 3/4'	0.70	6.50	55.00	450.00
7/16" - 2/3'	0.60	5.50	45.00	350.00
5/16" - 2/3'	0.50	4.50	35.00	250.00

PEAR

	Each	10	100	1,000
11/16" - 5/7'	\$0.70	\$6.00	\$55.00	\$450.00
9/16" - 4/5'	0.55	4.50	40.00	350.00

As usual the supply of quality trees is limited. Place your order early.

STORRS & HARRISON, INC.

"The Painesville Nurseries"

Painesville,

Ohio

APRIL, 1941

GROWERS GETTING MORE OF RETAIL DOLLAR

GROWERS and shippers of fresh fruits and vegetables throughout the country are getting a 13 per cent larger share of the consumer's dollar on produce marketed through the Great Atlantic and Pacific Tea Company than they were four years ago, according to a report by John A. Hartford, A & P president.

Pointing out that this 13 per cent increase means growers and shippers are actually getting six and a half cents more of each dollar's worth of fresh fruits and vegetables sold in A & P retail stores, Hartford stated that 53.3 cents of each dollar now is being passed on by his company to growers and shippers. This return is well above the estimated national average for produce marketed through all channels, he pointed out.

Hartford's report was based on analysis of the company's operations, and those of its buying affiliate, the Atlantic Commission Company, during the first 11 months of 1940 as compared with the year of 1937.

Hartford emphasized that the full value of this continuing progress is not alone in helping growers to get a greater share of the consumer's dollar, but in making it possible for millions of people to buy more food, and thus creating expanding markets for fresh fruits and vegetables.

Reduction in operating expenses and elimination of much damage and spoilage loss through added efficiency brought about the major savings in A & P distribution during the past four years, the report showed. Growers benefited from a 19 per cent de-

crease in A & P operating expenses and a 44 per cent cut in spoilage and damage losses since 1937.

Rail, truck, and boat transportation from grower and shipper to distributing points took the major portion—21.3 cents—of the housewife's dollar last year after the grower and shipper were paid, the report showed. The company's cost of handling and delivery from distributing points to store was 6.7 cents; wages, rent, advertising, taxes and other buying and retailing expenses took 13.6 cents, and damage and spoilage 3.4 cents. A & P's net profit, 1.7 cents, was the smallest item.

Further development of modern advertising and promotion methods were credited in the report with being "another contributing factor enabling us to increase our distribution efficiency and to meet the demands of the growers for wider markets."

"We have increasingly made use of special advertising and merchandising drives," the food chain head added, "in answer to the special needs of farm groups during periods of surplus emergencies, as a supplement to our steady day-to-day promotion of fresh fruits and vegetables throughout our stores."

Improved grading and packaging practices made possible by the close co-operation of grower and shipper groups was an important factor enabling the food chain to increase returns to producers, particularly through the reduction of spoilage losses, according to the report.

"CLETRAC TRU-TRACTION"
Gives you more for your money,
say Many Satisfied Owners



***TRU-TRACTION**
means power on both
tracks at all times—
Only Cletrac gives you
Tru-Traction.



YOU'LL invest your tractor dollars most wisely when you buy Cletrac Tru-Traction. Why? For one thing—tru-traction prevents slippage. You save fuel. For another—tru-traction gets you through soft spots that you now work around—you can work all the field—and get up and down hills easily. Tru-Traction does not pack the soil—you increase the yield. Tru-traction never waits for favorable soil or weather conditions—you make more money by doing away with delays in your Farm work.

A favorite Cletrac Tru-Traction tractor is **Model HG**—18 h.p. on the drawbar; 22 h.p. on the belt. Cletrac Model HG is built in three widths—31-inch for orchards, vineyards and narrow crops—42-inch for regular farm use, and 68-inch for all around work and row crops of a general nature. A full line of attached tools—planters, cultivators, weeders, mowers, sprayers, etc., is available for the Cletrac HG. See your nearest Cletrac dealer and find out how a Cletrac HG outfit with its exclusive Tru-Traction can make money for you.

THE CLEVELAND TRACTOR CO.

CLEVELAND, OHIO

AMERICAN FRUIT GROWER

ACRES
FARM
WRITE NAME AND ADDRESS HERE AND MAIL FOR MORE INFORMATION ON TRU-TRACTION. YOU MAY PASTE THIS COUPON ON A POST CARD.

OPPORTUNITY ADS

Only 15c a Word—CASH WITH ORDER. Count each line and word number as one word. ADDRESS: AMERICAN FRUIT GROWER, 2370 Oakridge Street, Cleveland, Ohio.

BABY CHICKS

HINKLE STRAIN BLENDED CHICKS. CAN NOW make immediate shipment at these surprisingly low prices. Barred, White, Buff Rocks, Reds, White Wyandottes, Buff Orpingtons, \$6.45 per hundred; Pullets \$7.95; Cockerels \$6.45; White and Buff Minorcas \$7.50 per hundred; Pullets \$14.95; Cockerels \$3.75. English White Leghorns and Brown Leghorns \$4.45 per hundred. Pullets \$11.95; Cockerels \$2.25; Heavy Mixed \$5.40; Light Mixed for layers, or fryers \$4.50. Hinkle pays the postage, will ship C.O.D. Order direct from this ad or write for beautiful four color catalogue. **HINKLE'S GREENSBURG HATCHERY**, Route 56, Greensburg, Indiana.

PRICES SLASHED FOR IMMEDIATE DELIVERY. Barred, Buff, White Rocks, Reds, Wyandottes, \$4.25-100; Pullets \$7.95; Cockerels \$6.45. English White, Brown Leghorns \$6.75; Pullets \$11.95; Cockerels \$2.50. Free Catalogue. **DAVIS POULTRY FARM**, Route 3, Ramsey, Indiana.

BEFORE BUYING CHICKS, GET DETAILS FAMOUS Big Boy Chick Raising Plan. You get proper size oil or electric brooder to use free, at no increased price. Thousands satisfied customers acclaim U.S.-Approved Big Boy Chicks "America's Finest." Easy payment credit plan optional. Write **ILLINOIS STATE HATCHERIES**, 800 Jefferson, Springfield, Illinois.

DEPENDABLE CHICKS, \$3.95 PER HUNDRED UP. Twenty breeds. Oldest Illinois-U.S. Approved Hatchery, known for fair dealing. **CHESTNUT HATCHERY**, Box 25, Chestnut, Illinois.

BEEES

IMPROVED QUALITY THREE BAND ITALIANS. Best by test. 3-lb. package \$2.25. 4-lb. \$2.75. 5-lb. \$3.00. All with young queen, full weight, live delivery guaranteed. **FLOWERS BEE COMPANY**, Jessup, Georgia.

BEEES—GOOD SIDE LINE, PLEASURE, PROFIT. Send \$1.00 for book "First Lessons in Beekeeping" (new edition), and one year subscription. Catalog free. **AMERICAN BEE JOURNAL**, Box G, Hamilton, Illinois.

ORCHARD PACKAGES—GENTLE ITALIAN BEES AND QUEENS—on frame of brood—\$2. Additional bees and frames, \$1. **ST. ROMAIN'S APIARIES**, Diamond, Louisiana.

BERRY PLANTS

LOOK! 25 BOYSENBERRY PLANTS AND 150 DUNLAP Strawberry Plants, all postpaid for \$1.00. **V. P. BASHAM**, Mountsboro, Arkansas.

BLUEBERRY PLANTS

DELICIOUS, IMPROVED BLUEBERRIES, GOVERNMENT Hybrids. Large as grapes. Two-year plants, 2 for \$1.00, 5 for \$2.00; bearing three-year, \$1.00, 3 for \$2.00. All prepaid. **GEO. C. MORSE**, Williamson, New York.

BOYSENBERRY PLANTS

BOYSENBERRIES OFFER SUBSTANTIAL INCOME. Genuine plants reasonably priced for acreages. Catalogue free. **BOYSENBERRY SPECIALIST**, Lapeer, Michigan.

CANTALOUPE

HONEY GOLD CANTALOUPE—new type—very early, good shipper. Packet 25c—ounce, \$1.50. **EDWARD LOWDEN**, Hamilton, Ontario.

CLOVER SEED

ALICE CLOVER SEED: NEW REMARKABLE COVER crop, hay, pasture legume. 3 pounds \$1.96 postpaid. Write quantity prices. **GRAND ISLAND NURSERIES**, Eustis, Florida.

DUCKS

PUREBRED WHITE MUSCOVY DUCKS, DRAKES. Eggs. **BROOKSIDE FARMS**, Richmond, Illinois.

FACE PROTECTORS

USE E-Z "C" FACE PROTECTOR FOR SPRAYING lime, sulphur, oil, etc. Special E-Z "C" feature provides clear view continuously. Protects lungs. See display ad Page 24. Write **CESCO**, 2308 Warren Blvd., Chicago.

FARM MACHINERY

WRITE FOR FREE, BIG 1941 TRACTOR PARTS CATALOG, all makes. Tremendous savings. Satisfaction guaranteed. **CENTRAL TRACTOR WRECKING COMPANY**, Boone, Iowa.

FOR SALE

PROFITABLE 80 ACRE FARM IN BEAUTIFUL DOOR Co., good buildings with 3 1/2 acre cherry orchard that produced over 50,000 lbs. in 1940; real bargain. Also Kangaroo Lake Shore lots. **S. J. Bagnall**, owner, Sturgeon Bay, Wisconsin.

ALL OR PART OF TWO STATIONARY SPRAY plants, each including piping for 80 acres; complete packing equipment for two apple houses; two portable sprayers, other apple equipment. Forced to sell due to Armistice Day freeze. Write **C. E. HITT**, Fortescue, Missouri.

ALBANY COUNTY FRUIT FARM, 2000 TREES, FULLY equipped. **RUTH THOMPSON**, Slingerlands, New York.

LARGE SIZE PARQUAR CIDER PRESS. **W. E. GROVE**, Chambersburg, Pennsylvania.

GROWERS' SUPPLIES

EVERYTHING FOR THE GROWER! FRUIT TREES! Spray materials! Fertilizers! New and reconditioned sprayers. Elgetol and other supplies. **SHO-OFF ORCHARDS PRODUCTS COMPANY**, 107 N. Washington St., Peoria, Illinois.

MISCELLANEOUS

EVENTUALLY YOU'LL LIVE IN FLORIDA. KEEP in touch with its agricultural opportunities by subscribing to its leading citrus and truck magazine. 50c per year; 3 years, \$1.00. **FLORIDA FARM AND GROVE**, Jacksonville, Florida.

NURSERY STOCK

FAMOUS MCINTOSH APPLE TREES, 2 YEARS OLD, 5 to 7-feet at 35c each in lots of ten delivered, until block of 20,000 trees exhausted. Grown and guaranteed true to name by New England's largest nursery, **C. R. BURR & COMPANY, INC.**, Department A, Manchester, Connecticut.

PAGE 28

FRUIT TREES GROWN BY VIRGINIA'S LARGEST growers, offered at lowest prices in thirty years. The new improved varieties of apple and peach at common variety prices. Write for New Low Price List, offering a complete line of fruits and ornamentals. **WAYNESBORO NURSERIES, INC.**, Waynesboro, Virginia.

100 ELBERTA PEACH TREES, 2-TO-3-FEET, \$6.00. Other varieties and sizes. **CHATTANOOGA NURSERIES**, Chattanooga, Tennessee.

CRATH CARPATHIAN HARDY ENGLISH WALNUTS. Seed. Crath importation. 3-year trees, 3-1 feet. \$2.50; 3-4 feet, \$3.00 each. **W. HALBERT**, Oxford, New York.

THORNLESS BOYSENBERRIES. Everbearing raspberries. Seed. Fruit trees. Highest quality. Lowest prices. 30% discount. Satisfaction guaranteed. (1000 everbearing strawberries \$4.50 net.) Big catalogue free. **SOUTH MICHIGAN NURSERY**, New Buffalo, Michigan.

HARDY ENGLISH WALNUTS, CRATH'S CARPATHIAN. Parent stock hardy forty below. Good bearers. Excellent nuts. Fast growers. Ornamental. Free pamphlet **SAMUEL GRAHAM**, Bostwick Road 3, Ithaca, New York.

THIN-SHELL BLACK WALNUTS—RAPID GROWERS, beautiful shades; bear 2nd year. Nuts large, easily cracked. Catalog free. **CORSICANA NURSERY**, Corsicana, Texas.

HALF MILLION FRUIT TREES READY NOW. NEW low prices. Quality stock. Fruit nurserymen since 1886. **HOOD'S OLD DOMINION NURSERIES**, Richmond, Virginia.

25,000 NEW, HARDY VARIETIES PEACH AND APPLE trees. Catalog free. **MARKHAM**, Fruit Breeder, Xenia, Illinois.

BLIGHT RESISTING CHESTNUT TREES. SPECIAL prices all nut trees. **VIRGINIA TREE FARMS**, Woodlawn, Virginia.

FOR SALE! RED LAKE CURRANT BUSHES. **CONWAY BROS.**, Marlboro, New York.

ORCHARD DOGS

CAIRN TERRIERS, SIRE AND DAM BLUE RIBBON winners! Sire—4 points at Cleveland, 1916. Same s as Duke of Windsor's caltra terriers. Invaluable vermin chasers. Male or female. All ages and colors. **JEAN-CAIRNIA KENNELS**, 2673 E. 127 St., Cleveland, Ohio.

OLD ENGLISH SHEEPDOGS ELEVEN-MONTH-OLD male and female puppies. Champion sire and dam, best of winners, Westminster, 1940. Puppies, blue ribbon winners, Westminster, 1941. Perfect guardians, protectors, companions. Protect your home and family and orchard with one of these super-bred dogs. **JULIUS KRAFT**, 11802 Woodland Ave., Cleveland, Ohio.

KEE'SHONDEN—RARE DUTCH BARGE DOGS, IDEAL around the country for protection and companionship. Grand with children. Male or female, finest bloodlines. All ages. \$50 and up. **Holdevere Kennels**, 2673 E. 127 St., Cleveland, Ohio.

ORCHARD SUPPLIES

WE CAN FURNISH EVERYTHING NEEDED IN growing, harvesting and packing your fruit. We handle only high quality reliable merchandise. Send us your inquiry and make us prove it. **TYSON ORCHARD SERVICE**, Edwin C. Tyson, Flora Dale Pennsylvania.

PATENTS

National Trade Mark Company
Munsey Building
Washington, D. C.
Trade Mark Specialists

PATENT YOUR IDEA—NEW, USEFUL IDEAS OFTEN very valuable. Two books—free—tell how to apply for patent protection—give six basic ways to sell your invention. Experienced patent counselors. Fees reasonable, deferred payments. Write today. **VICTOR J. EVANS & CO.**, 463D, Victor Building, Washington, D.C.

PHOTO FINISHING

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight Professional Enlargements, 8 Never Fade Deckle Edge Prints, 25c. **CENTURY PHOTO SERVICE**, La Crosse, Wisconsin.

PICKING BAGS

FOR HANDLING THE MOST TENDER FRUIT SAFE-ly, economically and quickly write us for information regarding our Peach and Apple Picking Bags. **TOWNSEND COMPANY**, Lake Wales, Florida.

POULTRY

READ NEW ENGLAND POULTRYMAN—ALTHOUGH local in name, New England Poultryman is read nationally by leading poultry growers because of the high character of its editorial content and its carefully censored advertising. 1 year \$1.00, 3 years \$2.00, 5 months trial subscription 25c. **NEW ENGLAND POULTRYMAN**, 4 F Park Street, Boston, Massachusetts.

PRINTING

250 8 1/2x11 LETTERHEADS, 250 6 1/2 ENVELOPES printed 4 lines and sent prepaid \$1.65. Business cards 100—35c; 500—\$1.60. Name, address, gummed stickers, 500—25c. **SEERJAY SERVICE**, 2459 Station St., Chicago, Illinois.

1000 BUSINESS CARDS, \$2.50. LETTERHEADS, Envelopes. **J. W. Ratkins**, Coraopolis, Pennsylvania.

RASPBERRY PLANTS

RASPBERRIES—"CERTIFIED" MOSAIC FREE Foundation Stock for high yield. Free catalog. **ANDREWS NURSERY**, Fairbault, Minnesota.

SAFETY LADDERS

NEW! BENTON SAFETY LADDERS! GROWERS AND Painters acclaim it. New device permits standing safely on topmost step on roughest ground. Handy! Light! Practically unbreakable! Money-back guarantee! Write for descriptive folder. **BENTON LADDER CO.**, Route 6, Jackson, Michigan.

SILK HOSIERY

BEAUTIFUL SILK HOSIERY, 5 PAIRS \$1.00 (TRIAL 25c). True, equality fulfilled! \$1.25. **DIREX**, AF546W Broad, Savannah, Georgia.

AMERICAN FRUIT GROWER

THE JAPANESE CHESTNUT

AT the recent meeting of the Northern Nut Growers' Association in Roanoke, Va., one session was devoted to chestnuts. Before the advent of the chestnut blight the native American chestnut grew in great quantities in the mountains of this region. Now these native trees are all gone and cultivators of this fine nut have turned their attention to the Oriental chestnuts, some of which are sufficiently resistant to blight to be promising for commercial culture in the Middle and South Atlantic states.

In a paper entitled, "Chestnuts in the Eastern United States," H. F. Stoke of Roanoke, Va., pointed out that the native American chinkapin is not blight-resistant and is chiefly of value as a parent in chestnut breeding. The European chestnut also succumbs to the blight. The Japanese chestnut, *Castanea crenata*, has long been known in America and at one time there were many varieties. A few are still known, but the species is less popular than previously. Mr. Stoke attributes the failure of the species to become popular to the American practice of eating chestnuts raw. The Japanese would not more think of eating them raw than we would eat raw potatoes. Boiled, the Japanese chestnut is of excellent quality. Named varieties now in the trade include Austin, Vibbert, Murden, and Stein.

Mr. Stoke has noted great variation within the Japanese chestnut. The trees vary from small shrub-like plants smaller than the American chinkapin to large trees comparable in size to an apple tree and bearing nuts weighing over one and one-half ounces each.

The Japanese chestnut appears to lack the vigor and vitality of root so notable in the American, European, and Chinese chestnuts. When cut back for grafting, it does not respond vigorously like the other species. Mr. Stoke has found that when used as a stock it will not unite with Chinese chestnut scions, but when the Chinese chestnut is the rootstock the Japanese chestnut scions unite with it in a highly satisfactory manner.

SPRAYERS

ORCHARD SPRAYER BARGAIN. Used 5 H.P. O-Sprayer. 200-gallon tank, triplex pump, hose and gun \$125. **AARON SHOWALTER**, Denbigh, Virginia.

STRAWBERRY PLANTS

BLAKEMORE, DUNLAP, KLONDYKE, AROMA, Dor-sett Strawberries: 500, \$1.25; 1,000 \$2.25; Fairfax, Premier, Catskill: 500, \$1.50; 1,000, \$2.50. Gem Everbearing: 100, 90c; 500, \$2.75. **SHELBY PLANT FARMS**, Memphis, Tennessee.

ONE MILLION YELLOW-FREE BLAKEMORE STRAW-berry plants, \$2.00 per 1000, other varieties, also Boyseberries. **CHATTANOOGA NURSERIES**, Chattanooga, Tennessee.

WAYZATA EVERBEARING STRAWBERRIES, ORIG-inators' true-to-name certified plants. Order early. Stock limited. Prices on request. **FRED BRADEN**, Wayzata, Minnesota.

WAYZATA STRAWBERRY PLANTS, 1000—\$14.00; PER 100, \$1.75. Write for prices on larger lots. **PINECREST GARDENS**, Champlin, Minnesota.

MILLIONS CERTIFIED YELLOW FREE BLAKE-more strawberry plants. Write for prices. **R. H. MCUMBER**, Greenfield, Tennessee.

TREE BANDS

EARLY BIRD TREE BANDS (CHEMICALLY TREATED. Low in price, high in quality. Send orders early. **EDWIN H. HOUSE**, Saugatuck, Michigan.

CHEMICALLY TREATED TREE BANDS. WRITE for prices and samples. **M. A. KOELLER**, Barry, Illinois.

END CLIMBING CUTWORM INJURY WORRIES! Fast, economical protection: up to 2000 young trees a day by this method. Send postcard for details. **HAYWARD PRESS**, Hart, Michigan.

VEGETABLE PLANTS

CERTIFIED, FROST-PROOF CABBAGE AND ONION plants. Cabbage, All Varieties. Parcel Post Prepaid, 200, 65c; 500, \$1.00; 1,000, \$1.75; Express collect, 2,500, \$2.00. Onion, All Varieties Parcel Post Prepaid, 500, 60c; 1,000, \$1.00; Express collect, 6,000, \$2.00. Prompt shipment, safe arrival, satisfaction guaranteed. Catalog free. **UNION PLANT COMPANY**, Texarkana, Arkansas.

FIELDGROWN VEGETABLE PLANTS. Make larger, earlier yields. Hundred million for April and May shipment. Cabbage, postpaid 100-35c; 500-\$1.25. Express collect 1000-\$1.20, 5000-\$5.50, 10,000-\$10.00. Will ship C.O.D. Free catalog tomatoes, peppers, potatoes, etc. **OMEGA PLANT FARMS**, Omega, Georgia.

WANTED TO BUY

ORCHARD DUSTER, MUST BE GOOD CONDITION, also cheap. **EDENWALD ORCHARDS**, Vincennes, Indiana.

APRIL, 1941

NEW

- WHEELBARROW TIRE
- SORTING TABLE
- VERTICAL TURBINE PUMP

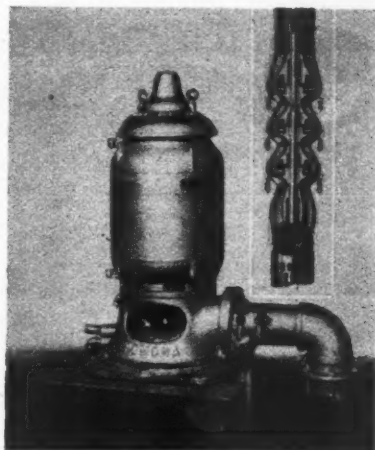
By HANDY ANDY

WHEELBARROW TIRE •

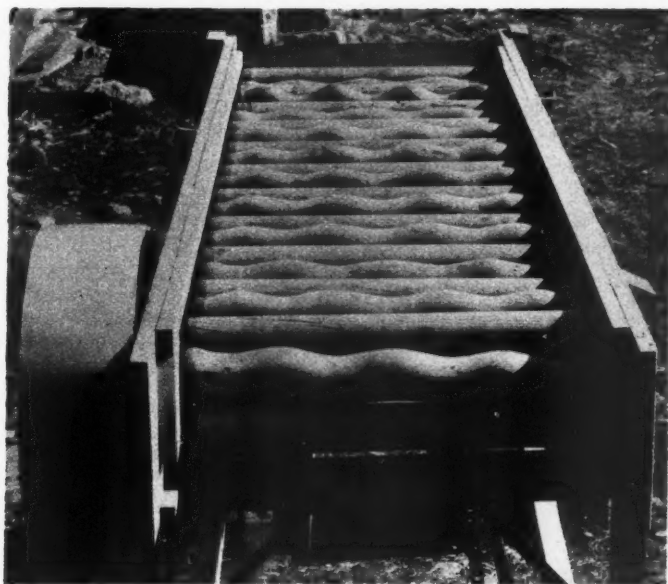
Freedom from punctures has now been added to the fine qualities of the pneumatic wheelbarrow tire. This feature is accomplished by replacing the air chamber with resilient rubber which insures freedom from punctures or leaks while retaining all the advantages of the pneumatic type of tire. Developed by the B. F. Goodrich Company, this new tire is identified as the "Goodrich Silvertown Cushion Type Tire."

IRON AGE HIGH PRESSURE SPRAYERS is the title of A. B. Farquhar Company's new catalog which describes the complete line of "Iron Age" sprayers for orchard, grove, and row crop use. The "Victory" pump, a horizontal, totally enclosed plunger displacement type, is given special consideration. This pump is built in 6, 10, 14, 20, and 27 gallons per minute capacities and for working pressures up to 1000 pounds per square inch. For accessibility, each pump is built in two sections, the hydraulic end which is the pump proper, and the drive end which houses the power transmission parts. The mechanical efficiency of the "Victory" is said to be from 82 to 85 per cent and its volumetric or displacement efficiency 99.5 per cent plus.

duced by the Pomona Pump Company. Lower operating cost, lower power consumption, and better performance are accomplished by employing improved impellers and seats. For example, for a capacity of 100 gallons per minute, against



a 110-foot lift in the well and 50 pounds pressure above the well, 7½ horsepower motor is required with this pump as against a 10 horsepower motor with the previous design. The efficiency of this particular size of pump for this head capacity has been increased 6½ points, the number of stages has been reduced by



SORTING TABLE •

The Fruit Packing Equipment Company has developed a sorting table which operates on the principle of the roller conveyor in that the rollers are placed across the table rather than lengthwise. There are 22 rollers in the series, alternate rollers having regular protuberances, resulting in the apples being gently revolved as they move forward over the table, thus insuring reliable inspection. Energy is transmitted by a chain drive. The outfit can be readily hooked up to a grader.

VERTICAL TURBINE PUMP •

A new line of six-inch medium capacity vertical turbine pumps has been introduced.

one-quarter and the initial cost of the unit has been lowered by about 20 per cent.

To meet the demand for accurate information on irrigation in the East, the Soil Conservation Service has released Farmers' Bulletin No. 1846, entitled, SUPPLEMENTAL IRRIGATION, which explains how to utilize surface water supplies, small streams, flash streams and other sources of water. Location and construction of pump houses, types of pumps, installation of piping, use of irrigation ditches, sprinkler systems and basin irrigation are discussed in detail. The U.S.D.A., Washington, D.C., will furnish copies free upon request.

AMERICAN FRUIT GROWER

IF You're Planning Fruit Storage



This FREE Manual will help you

Also "Growers Cold Storage" folder giving pictures and charts on all types of fruit storage. Send for them today.

THE PACIFIC LUMBER COMPANY
San Francisco Chicago New York Los Angeles

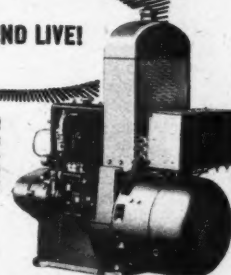
PALCO INSULATION WOOL



LIGHT UP AND LIVE!

This KOHLER Plant provides low-cost electric current ANYWHERE

1500 watts—
110-volt A.C.
Others, 500 up to
10,000 watts, A.C.
or D.C. \$235 up.



No power-line needed! Your farm home, hunting camp, or roadside stand can have electric lights and ample power for radio, pump, washer, appliances, running water in bathroom and kitchen, and small tools. KOHLER Plants are easily installed—fully automatic—self-starting, self-stopping—sturdy, compact, quiet—economical!

MAIL COUPON TO KOHLER—TODAY



KOHLER OF KOHLER ELECTRIC PLANTS

Planned Plumbing and Heating
KOHLER CO., Dept. AFG-18, Kohler, Wis.
Please send me information about Kohler Plants...

Name _____

Address _____

BARTLETT TREE SCRAPER

No. C-4—shaped to fit every need

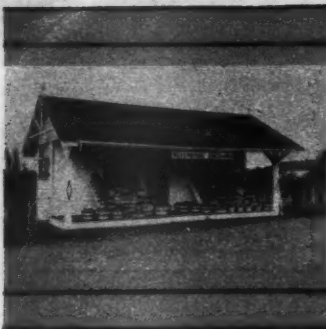
It is easy to do good work with BARTLETT EQUIPMENT. Used and endorsed by experts. Complete line of Pruning tools, shears, saws, trimmers, etc. Illustrated Catalog free.

BARTLETT MFG. CO.

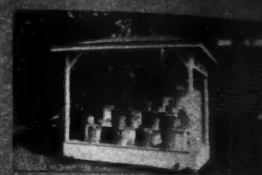
3044 E. Grand Blvd.

Detroit, Mich.

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MARKETING



SALES DOUBLED EVERY YEAR

REFERRING to his roadside market, Louis H. Spicer of Farmington, Mich., once said, "It is the best move I ever made." No misstatement is this, for sales have nearly doubled every year since the market was opened in 1938, and Spicer sells approximately 75 per cent of his apple crop through the market.

Costing \$800 to build, the roadside store displays only apples. "We established this as an apple market," said Mr. Spicer, "and don't want our customers to think it is a commercial proposition, like a general store."

Quality and honest pack are stressed at the market. Of the quick selling varieties like Delicious, Northern Spy, Steele's Red, and McIntosh, only the best quality fruit is put up for sale. Spicer believes one of the reasons why his market is successful is because he makes sure apples on the bottom are just as good as or better than apples on top. Proof of this is the statement made by a customer who declared, "Why we didn't even find a mark on apples way at the bottom."

Salesmen are instructed to extend every courtesy to customers, and they are dressed at all times in clean shop coats. This is an important part of the Spicer method of managing a roadside market, which also includes keeping the exterior and interior of the store spotlessly clean. To make his market more attractive, Spicer expects to plant shrubbery in front of the store this spring.

The market is located only 25 miles from the City Hall in Detroit and most of the trade is made up of people who are willing to pay good prices for quality apples. According to Spicer, "Some kick on price but after they get the pack they are tickled to death." This re-emphasizes a point he continually makes: "You have to put up a good honest pack if you expect to have a successful roadside market; many markets fail because operators don't put up a fair pack."

Apples are ring packed in bushels and half bushels or jumble packed in round peck baskets. With all sales under a half bushel, the container is retained at the store and the apples are placed in large heavy paper bags.

One disadvantage in the Spicer set-up is the lack of a cold storage at the orchard. Apples are placed in refrigerated storage in Detroit and trucked to a common storage on the farm as the need arises. From the common storage, apples are hauled to the store every two to three days and stale stock is removed at the same time. Thus fruit displayed is kept continually fresh.

One of the most effective ways of advertising, Spicer discovered, is by means of neon signs hung in the windows at the front of the market. For the first two years, they were kept lighted all day and all night and customers said they would watch for the signs at night as they drove past. According to Spicer, the signs were



Above—Apples are displayed in different size containers on counters in the store. Large windows let in plenty of light.

Right—Of modernistic style architecture, the store is constructed of building blocks. Neon signs are in window.



not expensive to buy and are not expensive to operate, especially when results are considered.

Spicer has found what all other successful roadside market owners have discovered—that the customer will buy high quality apples honestly packed and attractively displayed. That is the secret of success at his market.

BITE AND BELIEVE, says Hilmar Papst of his apples and pears grown at Glacier Orchards, Husum, Wash. Because his export trade was cut off, Mr. Papst devised the "Orchard-to-you" service which is explained in an attractive leaflet. "Wetted by winter snows, ripened in mountain sunshine," is the way Mr. Papst describes his pears. What consumer can resist this?

ACCORDING TO NEW HAMPSHIRE Extension Circular 194, the best days for roadside market sales are (1) Sunday, (2) Saturday, (3) Friday, (4) Monday, (5) Wednesday, (6) Tuesday, (7) Thursday, in order.

MARK UP TRUMAN NOLD of National Apple Institute for a clever bit of promotion at no cost to the institute. Nold suggested an advertisement by Ahrens Pub-

lications in *Advertising Age* telling of the success National Apple Institute had with an advertising campaign in *Restaurant Management*, which is an Ahrens publication. Result was a full page two-color ad which should help advertisers in the restaurant and hotel field see the value of apple tie-ins with their own promotion.

LOUIS H. SPICER, whose successful roadside market is described on this page, believes giving samples stimulates sales. He says samples are helpful especially when introducing a new variety to the customer.

CARROLL R. MILLER, manager of Appalachian Apple Service, Inc., writes in his latest bulletin that working models of the fresh apple juicer are being built at Louisville, Ky., as rapidly as defense priority will allow. He states, "The juicer will be given a thorough workout on busy soda fountains and then, with 'the bugs' worked out will be put into quantity production."

NEATNESS IS AN IMPORTANT part of profitable roadside marketing. Besides keeping the building clean both inside and out, signs advertising the market should be kept attractive by yearly paintings.



See how B. F. Goodrich gives you extra power in the "Best Tires On Earth"

● It's always full power ahead when you're farming on Goodrich Hi-Cleat Silvertowns. Whatever the fuel—a gallon goes farther because Goodrich Gear-Tooth Traction reduces wasteful wheel slippage to the minimum. Giant cleats working in pairs bite deeper, grip more firmly—and because the tread is flexible the cleats go in clean and come out clean. When you finger the throttle you can actually feel the difference in traction and drawbar pull.

Goodrich Hi-Cleat Silvertowns wear longer, too! Their Sun-Resisting Rubber gives plus resistance to sunlight, weather, and

barnyard acids, because it's compounded with Duramin, an amazing B. F. Goodrich discovery which prolongs tire life. And cleats of the Goodrich tread are so firmly reinforced at the base they're guaranteed not to loosen or pull off.

Tests have demonstrated—farmers like yourself have proved in the fields—that here are the "best tires on earth." See these tires at your B. F. Goodrich Dealer's. Do it now—before you buy tires for your present tractor or order a new tractor on rubber.

Whatever your tire need, see the B. F. Goodrich man first. In

observance of Jubilee Year he is now offering the greatest tire values in 70 years of B. F. Goodrich leadership in rubber.

25% MORE MILEAGE in the 1941 Goodrich Truck Tire

Do you operate a truck? Here's money-saving news. On one operation after another the new B. F. Goodrich Speedliner is today delivering 25% more mileage than even our own great 1940 Silvertown. You can save, too, if you haul on these new B. F. Goodrich Tires.

B.F. Goodrich *Farm Service*
Silvertowns



V.61
No.5



PROTECTION

that Pays

Spraying with "MIKE," the best wettable sulfur known, is a protective measure that will pay big dividends—that's the experience of successful orchardists.

15 times finer than ordinary 325 mesh—non-caustic—more than 95% active sulfur, "MIKE" Sulfur controls scab infestation without burning foliage. Its microscopic particles stick to fruit and foliage better, resist the washing effect of rain longer.

"MIKE" Sulfur goes into suspension immediately, stays in suspension longer. In the package it remains free-flowing and does not deteriorate with age.

Write to Dow for more complete information on "MIKE" Sulfur, the economical, efficient spray material.

THE DOW CHEMICAL COMPANY
MIDLAND MICHIGAN
Branch Sales Offices: New York City, St. Louis, Chicago



Dow's *DA* DORMANT SPRAYS will protect your fruit against rosy apple aphid, early green aphid, San José scale, European red mite, scurfy scale and bud moth.

THERE IS **DOW** INSECTICIDE FOR EVERY PURPOSE